



**PSYCHO-SEMIOTIC ANALYSIS OF PERSUASIVE  
COMMUNICATIVE SYSTEM : ITS IMPACT AND  
PROSPECTS ON THE LANGUAGE OF  
ADVERTISING AND POLITICAL  
PROPAGANDA**

**ABSTRACT**

**Thesis Submitted for the Degree of  
Doctor of Philosophy**

**IN  
LINGUISTICS**

*By*

**Syeda Farhat Imam**

**UNDER THE SUPERVISION OF**

**DR. A. R. FATIHI**

**READER**

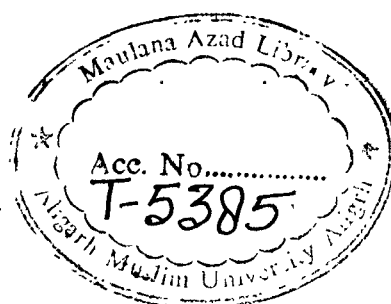
**DEPARTMENT OF LINGUISTICS  
ALIGARH MUSLIM UNIVERSITY  
ALIGARH (INDIA)**

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## **ABSTRACT**

The present study particularly deals with the language of persuasive communication. There are five chapters in this thesis which cover different aspects of persuasive communicative system.

The section 1 of the first chapter attempts to summarize the discussions carried out in earlier chapters of the thesis.

The first chapter of this thesis introduces the term persuasive communication to emphasize the persuasive aspects of communication. The first section of this chapter claims that the art and power of using information for one's advantage is the key to persuasive communication. It goes further to claim that human beings alone have the potentialities to generate new symbols to influence the human mind.

This section also presents a brief account of electronic media, print media, and outdoor media.

The second section of this chapter presents the historical setting of persuasive communication. In the third section of this chapter, the theoretical background

of this study is discussed in detail. In this section attempts will be made to emphasize the two orders of persuasive communication: the linear syntactic order and superimposed semiotic order. It argues that the semilogic level is primarily a psychic level. It is only in this domain of imaginary reconstruction that we begin to comprehend the psychic contour where the words, gestures, events acquire the status of highly charged semiotic expressions.

The chapter also makes a critical assessment of available published work on persuasive communication and will also present the scope of the study.

In the second chapter of the present study the language of communication will be analyzed in detail. In this chapter we will identify the four basic components of persuasive communication. They are attention value readability or listenability, memorability and persuasive power.

In the second section of this chapter we will make an attempt to answer the questions like:

1. Who are the participants in the persuasive communication?



2. What objects are relevant to the communication?

3. What is the *médium* of communication?

4. What is the effect of communication?

This chapter also attempts to identify the linguistic features like use of *imperatives*, use of *second person pronouns*, use of *superlatives* and *comparatives* as discourse markers in persuasive communication.

The chapter attempts to discuss persuasive language as registeral variety. It also discusses the impact of persuasive language on behavioural change. In this section attempts are made to explore the potential links between language of persuasive communication and behavioural change.

In a psycho-linguistic experimental study the following hypotheses will be tested:

1. Is there a direct correspondance between the formal level represented in the transformational grammar and the mental representations constructed by the language users in comprehensions and productions.

2. Is there a direct correspondance between the transformational rules and the mental steps carried out by

the language users to encode or decode messages.

In the third chapter we make an attempt to evaluate the impacts of persuasive communication at linguistic plane, as well as at discourse plane to gauge its effect on the decoder of the message. Keeping this in mind the language of discourse is taken up as the source material. We analyze the speeches of various political parties during election campaign to highlight the discourse pattern of persuasive communication. The persuasive communication is analyzed at the various linguistic strata such as phonology, lexico-grammar and discourse, where we treat as social behaviour by using the terminology introduced by Hallidayan school of linguistics. In phonology, we deal with the actual sounds that are organized into meaningful patterns for expressions. At lexico-grammatical level, grammatical structure of the language is characterized into representation, interaction and message.

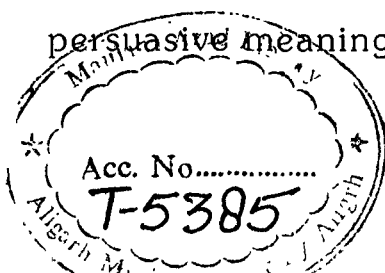
At discourse level it argues that the meaning at discourse plane is generated by reference, lexicological cohesion, conversational structure and conjunction.

Discourse process and persuasion is dealt in a separate sub- section of this chapter. It is noteworthy that the communicator is to assume the decoder's knowledge of the conversatins of the particular discourse in which they become the participants. In other words the communicators makes assumptions about the capacity of the encoder in two ways:

- (1) General interpretive strategies of making sense out of language use
- (2) Knowledge of convention associated with the kind of discourse in which he involves the encoder.

As a result the correct coding of communication here depends on interpretation where conventional knowledge of a word is involved.

In chapter four we will make an attempt to assess the language of persuasive communication at semiotic plane. At this plane language of persuasion is not treated as an abstract formal system existing independently of its user. Here we look for the meaning of signs for investigation persuasive meaning in a systematic way. It will be discussed



in this chapter that the linguistic approach does not make specific assumptions about the functional role of symbols. Therefore this chapter analyzes that the conversational change between the encoder and decoder constitute a single sentence sequence. As a result the domain of the sentence sequence becomes important and needs to be understood in terms of linguistic structure and communicative structure, these two considerations together yield useful perspectives in studying the persuasive communication.



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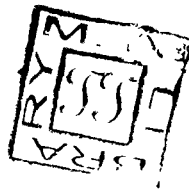
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Dated.....

## CERTIFICATE

This is to certify that the thesis, entitled "**Psycho-Semiotic Analysis of Persuasive Communicative System: Its Impact and Prospects on the Language of Advertising and Political Propaganda**" submitted by **Ms. Syeda Farhat Imam** in partial fulfillment of the requirements for the award of the degree of **Doctor of Philosophy in Linguistics**, has been completed under my supervision.

It is further certified that Ms. Syeda Farhat Imam has fulfilled all the conditions laid down in the Academic Ordinances with regard to the Ph.D. Coursework, and that to the best of my knowledge the thesis contains her own research.

  
Dr. A. R. Fatihi  
Supervisor

To  
The  
Memory  
Of  
My  
Grandfather  
S. Latafat Hussain Bulgrami



## ACKNOWLEDGEMENTS

I wish to express my heartfelt thanks to my teacher **Dr. A.R. Fatihi**, whose scholarly guidance is like a beacon in my literary endeavour. His guiding ability was of enormous help for me in the completion of my research work. His intelligence was always a source of inspiration for me. I never hesitated to turn to him for academic guidance as he always accommodated my enquiries. I humbly offer my gratitude to him for his dedicated supervision and effective guidance throughout the present study.

My special thanks are due to **Dr. Mobin Ahmad Khan**, Chairman, Department of Linguistics for his help and support in pursuing this research.

I am thankful to my teacher **Professor Abdul Azim** for his affectionate guidance throughout my academic pursuits.

Thanks are also due to **Professor Iqtidar Hussain Khan**, for his generous guidance during this research work.

It would be unjustified if I do not thank **Dr. Mirza Khalil A. Beg** for his useful suggestions in the completion of the present study.

My thanks are also due to my teachers, **Dr. S. Imtiaz Hasnain**, and **Mr. Masood Ali Beg** for their help and encouragement in pursuing this research.

My sincere thanks are due to my seniors, **Dr. S. Ekhteyar Ali**, and **Dr. Aejaaz Mohammed Sheikh** who were always ready to help me and made my research fruitful.

I thank my colleague **Miss. Zahida Begum** who was of great help in my research work.

I will be failing in my duty if I do not thank my uncle and father-in-law **Mr. S.F.A. Zaidi**. He always came forward with encouragement in pursuing this research. I thank him for his affection, which went a long way in completion of my research.

My special thanks are for my father and mother who provided me an opportunity to pursue the research, and also to my family members for their encouragements.

My very special and sincere thanks are due to **Mr. Najeebul Hasan Khan**, incharge seminar library, and staff members, **Dr. Mohd. Riaz Khan**, **Mr. Anil K. Goel**, **Mr. Haseebur Rehman** and **Mr. Wasiuddin** of the department of linguistics.

I offer my gratitude to the typist **Mr. Abdul Rizwan Azad**, KGN Compuwriters who was kind enough to type the research work.

Last but not the least, I sincerely and gratefully thank my husband **S. Firasat Hussain Bilgrami** without whose cooperation the research work would have been a far cry.

Finally, the responsibility for errors, inconsistencies, and omissions is mine alone.

September 30, 2000.

  
(**Syeda Farhat Imam**)

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## Phonetic Symbols

अ	a	as in ab
आ	a:	as in a:m
ओ	o	as in KHol
औ	o:	as in o:rat
उ	u	as in umda
ऊ	u:	as in u:n
ए	e	as in ek
ऐ	E:	in E:nak
इ	I	as in Imll
ई	i:	as in i:d
प	p	as in patang
फ	ph	as in phal
ब	b	as in ba:t
भ	bh	as in bha:lu
म	m	as in mamta
त	t	as in tabla
थ	th	as in tha:ll
द	d	as in da:da
ध	dh	as in dha:n
न	n	as in na:m
ट	T	as in Tama:Tar
ठ	TH	as in THag
ड	D	as in Dorl
ढ	DH	as in DHakkan
ण	N	as in nlrma:N
च	c	as in camca
छ	ch	as in chatrl
ज	j	as in jag
झ	jh	as in jha:g
क	k	as in kal
ख	kh	as in khel
ग	g	as in ga:na
घ	gh	as in ghar
ङ	ng	as in rang
क्व	Q	as in Qari:b
स	s	as in sa:t
श	sh	as in sha:m
ज	z	as in zami:n
ख	KH	as in KHamosh
ग	GH	as in GHazal
ह	h	as in ha:t
य	y	as in ya:d
र	r	as in rab
र	R	as in kaRva:
ल	l	as in log
व	v	as in va:da:

Strengthen (-)  
Nasalization (~)

## **CHAPTER-I**

### **INTRODUCTION**

#### **I.A. PERSUASIVE COMMUNICATION: An Introduction**

Information is power. The art and sign of using information to one's advantage is the key to persuasive communication. As a matter of fact man alone has the capacity to generate new symbols to influence the human mind. Throughout human history, man has been utilizing his generating capacity to influence others by sharing information with others to their mutual advantage. Persuasive communicators have been credited in the past of using various means of persuading the public towards the various products and services which they advertise. Scholars are of the opinion that a kind of mass psychoanalysis is used by these professional persuaders in their attempts to sell their goods non-effectively. In human history man had only his voice, gestures, engravings and paintings in the facet to communicate his ideas and messages, but as human society progressed he discovered more efficient methods and technology to multiply his voice, signs and writings for simultaneous sharing with large number of people. The result is the



emergence of persuasive communication through different sources of Mass Media like Television, Radio, Press, Films, Outdoor Media etc.

The persuasive messages are also delivered through direct mail and out door media like banners, hoardings, stickers, and balloons. These are known as media of persuasive communication. It is through persuasive communication that the persuader is free to express what he wants to say about his products and services within the legal constraints and standards of practice enforced by the media. To convey his message persuasive communicator is at liberty to select a particular persuasive media, which falls into three broad categories:

**I.A.1. Electronic Media**

**I.A.2. Print Media**

**I.A.3. Outdoor Media**

**I.A.1. Electronic Media:**

In today's world electronic media occupies an important place in persuasive communicative system. It has contributed towards emergence of mass society and mass culture. In a mass society public opinion and image

on various issues is shaped largely by electronic media. With the invention of transistor, the electronic media became very popular. Tremendous advances in electronics resulted in the popularity of this media, which forced persuasive communicators to make use of this media. Nearly 60-70% of the target audience is easily approached in a week's time. Electronic media can further be divided into three categories:

I.A.1.(a). Television as a Medium of Persuasive Communication

I.A.1.(b). Radio as a Medium of Persuasive Communication

I.A.1(c). Film as a Medium of Persuasive Communication.

I.A.1.(a). Television as a Medium of Persuasive Communication:

Television is the latest medium for persuasive communication. It is being more and more used by persuaders to sell their products. It combines the effectiveness of pictorial presentation with the advantages of sound effect. Doordarshan along with cable television

is playing a vital role in cultivating consumerism through country-wide entertainment programs during prime time transmission. The persuasive messages of television on cosmetics, soaps, detergents, motorbikes, luxurious cars, electronic items, ornaments, fabrics, garments undergarments etc, create demand for these items. The impact of multi-coloured persuasive messages can easily be judged by analyzing the sales volume of these consumer items. Television persuasive communication is a tool to inform about new consumerism. Impact of these persuasive messages is so effective that it has almost overshadowed all other programs of television. The glamorous value of this medium is effectively exploited by the persuasive communicators.

#### **I.A.1.(b). Radio as a Medium of**

##### **Persuasive Communication:**

Radio as a medium of persuasive communication is serving the consumer for the past many decades. The persuasive communicators who use the medium of radio try to promote the goodwill for the consumer items. Releasing the relevance of radio in persuasive

communication, All India Radio (AIR) started a program called Vividh Bharti. Vividh Bharti services consists of film songs and light music. It is the only revenue earning commercial programme of AIR. Its tremendous financial possibilities were grasped by the Government and in 1967 a commercial service was introduced as apart of it's medium wave transmission. Radio persuasive communication has its own merits and demerits. Its merits are that it carries a wide appeal, it can cover a large number of listeners and combine the power of speech and sounds to produce effective results in putting across a persuasive message. It has some limitations also for example listeners cannot refer back to the persuasive messages to secure more informations. It is also observed that radio listeners often do not listen to such programs with exclusive attention and therefore subtle persuasive communication cannot be effective on radio. Inspite of these limitations radio as a medium of persuasive communication is very popular among masses.

**I.A.1.(c). Film as a Medium of Persuasive  
Communication:**

Film is another important category of electronic media. It is one of the most complicated media, which

the persuaders use to promote the consumer items. The camera work and new film techniques allow the reality, which has taken place in front of the camera to be translated into the images. The film techniques are used by the persuasive communicators as a making tool. The persuasive films are used for both public showing and staff training. It is also used for demonstration for salesmen and dealers.

#### **I.A.2. Print Media:**

Print Media is the second most important media of persuasive communication. Persuasive communicators use print media as the principal medium of persuasive communication. The term print refers to a variety of publications like newspapers, magazines, trade journals, periodicals, brochures etc. To choose any one of these publications, the persuasive communicator selects from any one of the following categories:

##### **I.A.2.(a). News Papers**

##### **I.A.2.(b). Periodicals**

##### **I.A.2.(c). Brochures**

##### **I.A.2.(a). Newspapers**

Newspapers with a large circulation are the most popular medium of persuasive communication for all kinds of products. Daily newspapers reach to a large number of people everyday and therefore persuasive communicators make use of this medium quite effectively to convey the persuasive messages to a large number of newspaper readers. Newspaper as a medium of persuasive communication is always economical and reaches the people of a specific locality effectively. The persuasive messages of provincial newspapers differ from the messages of national newspapers. However, the consumer items, which need the support of the market spread over the whole country, are communicated through national newspapers. Newspaper persuasive communication has its own advantages and disadvantages. For example, a persuasive message communicated through provincial newspaper may not reach to large audience only because the newspaper may have its own concentration of appeal to a particular class of people. However, it has its own advantages, for example, it is flexible because it suits all sort of communication whether brief, lengthy or full of illustrations.

**I.A.2.(b). Periodicals:**

Periodicals as a medium of mass communication are more suitable for persuasive communication. Periodicals, magazines, and journals are selective in the nature of their audience because each magazine is meant for a group of readers with a particular field of interest. Therefore, persuasive communication can be designed to reach a particular group of audience and thus the persuasive communicator can communicate through the magazines meant for those groups. For example, the images about consumer items related to women are communicated mainly in magazines, which are meant for women. A strong favoring for items related to women is only because such magazines cater the need of women. It is indicative of the fact that periodicals as a medium of communication are more suitable for selective persuasive communication.

**I.a.2.(c). Brochures:**

Brochures are another important medium of persuasive communication. It generally expounds on the ability of a product to stand up under use or to produce superior performance. Brochure attempts to

convince the potential consumer because it specifically defines the merits of the product. It depends on the test results of the product, which are generally done at recognized test laboratories. Sometimes competitions are also organized to prove the supremacy of products.

### **I.A.3. Outdoor Media:**

Outdoor media for persuasive communication are frequently used along highways and main thoroughfares within a city. It's aim is to attract the attention of the passers by. This media of persuasive communication can broadly be divided into the following categories:

#### **I.A.3.(a). Hoardings**

#### **I.A.3.(b). Stickers, Posters and Leaflets**

#### **I.A.3.(c). Skywritings**

#### **I.A.3.(a). Hoardings as a Medium of Persuasive Communication:**

Hoardings are the signboards which are exhibited on road side, street corners, bus terminals, railway stations, airports etc., to peruse the potential buyers. These hoardings carry messages printed on hungboards or painted on metal plates or walls of the houses. Hoardings



as the medium of persuasive communication attract the attention of the passers by. These hoardings are so designed that the effect of the message is reinforced by the multicoloured pictures. The visual impact of these hoardings effectively pursue the passers by. It is the combination of colours in optimum proportion and a subsequent balance, which effects the quality of these hoardings.

**I.A.3.(b). Stickers, Posters and Leaflets as Medium of Persuasive Communication:**

Stickers, posters and leaflets are another important form of outdoor persuasive communication. Stickers, posters and leaflets are pasted and distributed inside buses, taxis and railway compartments in such a way that persuasive messages reach to thousands of passengers using these vehicles as means of their travel.

**I.A.3.(c). Skywritings as Medium of Persuasive Communication:**

Skywritings have become another important medium of persuasive communication. Balloons and many other electronic techniques are used to display the skywritings

containing persuasive messages in the open sky which helps in attracting the attention of the consumers.

### **I.B. HISTORICAL SETTING OF PERSUASIVE COMMUNICATION:**

As discussed above persuasive communication is used to bring forward product, product services and opinion, for the purpose of persuading the public to respond in a certain way towards what is communicated. Persuasive communication is in use from ancient times. From the very beginning, merchants and street hawkers shouted to persuade the potential customer. As reported in the New Encyclopedia Britannica, in the early 17th and 18th century in England, each kind of tradesmen had their special street cry. This street cry was meant to persuade the customers. In course of time this persuasive tradition was brought to the American colonies in USA. Street vendors persuade the buyers through this communicative system. In modern marketing strategies, different signs and symbols are adopted to market the product. Though reading and writing practices have attempted to push the trade symbols behind but even now, they are in vogue. During the Middle Ages when parchment was the only

writing material, written symbols were rare but with introduction of paper technology and expansion of literacy, signboards with written symbols became common. These sign boards were used to attract the attention of passers by and thus became a medium of persuasive communication.

The introduction of printing technology in the 15th century revolutionized persuasive communicative system. With introduction of this technology, new methods of marketing were introduced in the form of leaflets, pamphlets, posters, tradesmen cards, magazines etc. In early 16th century, these strategies were used to promote the products by persuasive communicators.

In the early 17th and 18th century, newspapers were used for persuasive communication. For example, in May 1704, Newsletter, the leading newspaper of America carried three important persuasive messages. In 1729 Pennsylvania Gazette started earning revenue through persuasive communication. In the mid 17th century, magazines, journals and periodicals began carrying persuasive messages of all kinds. By the end of the 19th century magazines, journals and periodicals were an important medium of persuasive communication.

In 1869 different agencies were established in America for persuasive communication. For example in Chicago Lord and Thomas, founded in 1892, developed the techniques of persuasive communication.

In the early 20th century, electronic media came to be used for persuasive communication. The earlier experimentation in this direction showed that the radio listeners were responsive to the persuasive messages.

The use of television for persuasive communication began in the first half of the 20th century. It soon became the most dominating and effective medium of persuasive communication.

### **I.C.THEORETICAL BACKGROUND:**

The study presented in this dissertation is based on psycho-semiotic model of communication theories. The challenge to early communicative theorists was to discover relevant variables to develop techniques of controlling and manipulating them and devise systems of numerical measurements. In the process they realized that communication system has to be inter disciplinary and it has to draw its strength from sociology, psychology,

linguistics, and from some other natural sciences. The early communication theories applied behavioristic model to their efforts and isolated such variables as: opinion, attitude changes, sources of message, content of message, etc. The communication research over a period has improved upon various assumptions that have impact on changing prospective on communication theory and practice. However, in the present study a psycho-semiotic model has been used to measure the effects of persuasive communication. The origin of this model can be traced back to 12th century scholar Pierre Abelard who comments upon the creative process in terms of "sensuous", "imagination" and "intellects". The point of departure is an empirical sensuous experience, which is transformed into mental image due to a certain distinction in time and space. This mental reconstitution of earlier experience is motivated by specific desire or a state of mind. The reconstitution in the domain of imagination is a conscious act which is controlled by intellection or the logic of the architectonic structure of the articulated discourse that follows:

A persuasive communicator reflects upon the experience of hunger, pain, love, or hatred. He

reconstitutes it with certain modifications altering the central elements of the experience into peripheral and vice versa. This reconstituted image of persuasive communication acquires certain semiotic significance due to its emotive and evocative charge. It indicates that the empirical experience is transformed into a sign. Thus, sign in persuasive communication becomes highly charged semiotic composition that triggers a psychic upheaval within and a physical outburst in the external world.

The formation of persuasive discourse inflects imaginative reconstruction with an entirely different type of motivation. In this process mental image becomes object of intellection and acquires an order of presentation and a structure of signification.

The first problem, which a persuasive communicator faces, is related to the presentation of persuasive discourse and the linearity of its logical progression. In its ideological composition, persuasive discourse is highly phenomenal. Every persuasive discourse has a beginning but there are infinite ways with which one can begin, therefore, the beginning of persuasive discourse acquires semiotic significance. In the syntactic order of these

persuasive discourses, one sequence follows another, which leads to interdependence. The preceding sequence determines to some extent the progression and significance of the one that follows. It indicates that a persuasive communicator has both, freedom to choose and certain constraints to tackle as the persuasive discourse progresses. The persuasive discourse follows the obligation of linguistic linearity. However, ideologically it progresses with noticeable complexity, where some forms acquire manifest contours early while some others are stretched in time and space. In persuasive communication, we also notice flash-forwards, which superpose information that is considered to be necessary for the general comprehension of the discourse. It further indicates that syntactic order gives the illusion of linear progression while ideologically it is a movement of a series of superimpositions signifying contours. It helps in reconstituting our mental images. It attests our observation that the persuasive communicator is forced on the one hand to constitute linguistic linearity and on the other he is supposed to have an over-view of whole persuasive discourse to put the right pieces in the right places.

Thus, a persuasive discourse has two orders of consecution: the linear syntactic order and superimposed semantic order. For the viewer or the reader of the persuasive discourse, the first order is semiotic where a discourse is revealed to him in a specific progression. After having acquired an overview of a whole discourse, he correlates signifiers across sequential constraints and thus he steps into the semiologic order of the text. The semiologic level is primarily a psychic level. It is only in this domain of imaginary reconstruction that we begin to comprehend the psychic contour where the words, gestures, events acquire the status of highly charged semiotic science. In the persuasive discourse, words and objects are correlated only through the third dimension of ideas that are images which don't represent a given reality but which evoke a variation crystallization of the initial experience.

The present study is an attempt to test the effectiveness of psycho-semiotic model in analyzing persuasive text. A persuasive discourse is a highly complex object to be subjected to simple binary or any other form of oppositional structure. A number of linguists, philosophers and psychologists have worked on sign



phenomena in their respective areas. It would not be out of place to have a cursory glance over the historical development of this mode.

C.S. Peirce, famous American thinker, is considered to be the father of this mode. In his writings, Peirce treats sign as something, which denotes some facts or objects. For him signs and symbols are the medium through which the categories of the universe have to be expressed and communicated. His major contribution to semiotics was the discovery of the triadic character of signs, which led him to a number of trichotomies. The first trichotomy is related to the nature of sign:

1. The sign itself
2. The sign in relation to its object.
3. The sign in relation to its interpretent.

Peirce's observations lead us to different categories of signs: qualisign, sinsign, legisign, icon, index, symbol, rheme, dicisign and argument.

The trichotomy of icon, index, and symbol is most important in the Peircian semiotics. Icon is literal image, it is a sign which refers to the object it denotes merely

by virtue of its own characteristics. The icon elicits analogous sensation in a mind only because of its resemblance with the object it represents. Index has three characteristics.

It bears no significant resemblance to its object. It directs attention to its object by blind compulsion and the connection between index and the object is inseparable. Index has causal relation with what it signifies and with the senses of individual whom it serves as a sign. In Peircian model, symbol refers to the object that it denotes by virtue of an association of general idea which operates to cause the symbol to be interpreted as referring to the object. Symbols are established by human beings and therefore, it has a purely conventional origin. Symbol, as a matter of fact, is a legisign which functions through tokens and tones unlike icon and index, symbol has no inherent connection with its object. By itself symbol has no meaning, the meaning is assigned by the interpreter. The trichotomy of decisign, rheme and argument pertains to the way in which signs are presented by their interpretation. Decisign is described as a double or informational sign. Rheme is a sign, which is understood as representing a kind of possible object. It is a blank

form of proposition providing a framework for varieties of propositions. The argument is a complex symbol which for its interpreting is a sign of law. It is a rationally persuasive sign composed of at least three decisigns.

In Peircian model, special stress is given on the pragmatic nature of sign. Dealing with the semantic aspect of science Peirce resorts to the pragmatic interpretations. Meaning of the abstract ought to be explained by reference to the concrete and that of the concrete by reference to the abstract.

Another semiotic model was designed and developed by Charles Morris an American philosopher and semiotician. He was motivated by the writings of C.S. Peirce, I.A. Richards, C.K. Ogden and a number of behaviorist psychologists. Morris introduced the concept of three dimensional sign. In his model the first dimension is syntactic in which the study of the linear relations of signs to one another in abstraction from the relations of signs to object or to interpreters. In this model the syntactic dimensions become any set of things related in accordance with two classes of rules:

Formation rules and Transformation rules. Formation rules determine permissible independent combinations of members of the set. Transformation rules on the other hand determine the sentence which can be obtained from other sentences. In this model both formation rules and transformation rules can be combined together in the form of syntactic rules.

In the model designed by Charles Morris the second dimension of sign phenomenon is semantics. Thus the second dimension deals with the relations of signs to their designata and so to the objects which they may denote. A sign can denote only whatever conforms to the conditions laid down in the semantic rules. The rules of the use of sign exist as habits of behavior so that only certain sign combinations are possible in particular situations.

The third dimension in this model is pragmatics. The third dimension of sign process studies the relation of signs to their users and interpreters. A pragmatic dimension of sign process relates the sign to culture, cognition, and praxis of human beings. The interpretation of sign takes place in concrete socio-cultural situations,

which have emerged as a result of long diachronic movement and development. Pragmatic presuppositions both syntactic and semantic. In order to discuss the relation of signs to one another and those things and ideas which they refer, syntactics and semantics are necessary which eventually lead to the pragmatic dimensions. In another words, it leads to the relation of signs to their interpreters.

Ferdinand de Saussure propounds a new notion of the arbitrary nature of the linguistic sign. Sign according to Saussure is "the whole that results from the associating of the signifier with a signified". In Saussurian model signifier is the form in which sign appears and the signified is that content carried by that form. In this model both signifier and the signified manifest themselves in the form of a dialectical unity. This dialectical relation of the signifier and the signified pertains to form and content. From linguistic point of view the relation between signifier and signified is arbitrary but this arbitrariness doesn't pertain to many other non-linguistic signs where the relation is natural. In Saussurian, model sign is structurally associated

with other signs both at horizontal and vertical levels. Those relations are also termed as syntagmatic and paradigmatic relations. The syntagmatic relations are in presentia and paradigmatic relations unit sign in absentia. Thus to define a sign one is to specify how it is related to other signs which replace it in sequences and others with which it can combine to form sequences.

Saussurian model was further modified by Danish linguist, Louis Hjelmslev, to introduce a new model commonly known as glossematics. Hjelmslev introduced Figurae as the minimal units of form which are devoid of content or meaning but by combining them we can build up an infinite number of meaningful signs or text. Thus the combinatory laws determine relations of identity and difference. In this model in the process of signification relations among the elements, signs are very important.

Ronald Barthes motivated by Saussurian model introduced a new theoretical framework. He has introduced four elements of semiology manifest in the form of four dichotomies borrowed from the Saussurian linguistics. These four dichotomies are Langue and Parole, Signifier and Signified, Syntagm and System

and Denotation and Connotation. For the dichotomy of syntagm and System Saussure uses the term Syntagmatic and paradigmatic relations. In the model introduced by Ronald Barthes, Denotation and Connotation are the two layers of significations. Denotation is the expression plain of signification while connotation plain of expression is constituted by a signifying system at a denotative level. Sign of denotation becomes the signifier of connotation, therefore the connotative use of language is the second order signifying system that describes and explains the denotative use of natural language. Ronald Barthes applies the semiological thought to literary criticism where the text itself becomes a network of signs. He decomposes the text into a number of significatory units or signs. In Barthes' view many forms of expressions such as film, theatre, music, dance, literature, architecture and advertising have a linguistic background constituted by areas which define elements of artistic or personal codes being studied.

### **BEHAVIORAL MODEL:**

A totally different direction was set by those semioticians who were influenced by behavioral concepts.

One of the earliest formations of this approach is given by Ogden and Richards in their "The Meaning of Meaning". Behavioral semiotics is an attempt to transform semiotics into an empirical science by proposing operational definitions of terms, such as meaning, denotations, truth which enable the process of sign interpretation to be investigated in terms of relations between stimuli and responses as observable events. In Ogden and Richards model the significance of a sign was explicated in terms of a given type of response to a type of stimulus. This model attempts on extension of psychoanalysis to the significance of sentences for language users.

As an alternative to this model some scholars have proposed an alternative that may be referred to as dispositional theory. In this model signs significance is to be determined by a disposition of its interpreter to response in certain ways to subsequent stimulus. In its original formation by Charles Morris the sign is defined as a preparatory stimulus whose significance is a type of stimulus Y if it causes the response in a way similar to



that with which it responds to Y in isolation. The disposition that is induced can be regarded as Peirces' habit change as the sign's logical interpretation. Later formulation of the dispositional theory by Carnap and Quine directed towards language interpretation. This model offers more promise. In this model the significance of a sentence for a person is defined in terms of the disposition of that person to respond. Some of the shortcomings of this model are that it is difficult to identify a given gesture as an affirmative and negative responses. These gestures are conventional in nature and can vary remarkably from one culture to another.

Behavioral models have had an important role in establishing the conceptual framework for behavioral studies of animal communication. Sign use and interpretation in this domain is studied in what Sebeoks terms Zoo semiotics, a discipline which studies the signs used in animal communication.

The present study attempts to analyze the persuasive communication, which is based on verbal behavior of human beings. In human communication certain linguistic units are selected and some times substituted with the

units of higher complexity. The first operation is based on principle of similarity and second - one principle of contiguity. The present study has chosen to deal with one aspect that should be quite central to any semio-communicative analysis. As a grammatical unit the sentence gives us a strategic entry point, the phonology and orthography are unimportant in a study of this kind. However, it is true that some aspects of physical manifestation of persuasive language like "visual display", "typography", "vocal quality" and other features of lay-out and delivery which signal emphasis and feeling, are very important in persuasive communication. Though they are considered to be outside language altogether, they play a vital role in persuasive communication and therefore, they will have an important place in the present study. The four concepts of UNIT, STRUCTURE, CLASS and SYSTEM provide a framework for describing the patterns of language.

**Unit:**

Linguistic activity is capable of being cut up into units over which recurrent patterns can be observed. The units are classifiable by their relative extent or size, such that

one can be said to consist of one or more of smaller size. On this basis, we set up a hierarchy of grammatical rank on which five units are placed.

**Structure:**

Every unit except morpheme has a pattern or structure describable in terms of units of the next lowest rank. In the present scheme of analysis, the element of clause structure are: subject, predicate, object and adjunct.

System: it has speech forms on one side and meanings on the other side. Unlike smaller linguistic units the sentence is viable enough to be freely used. At the same time it is small enough to be manageable for illustration and to permit us to imagine a variety of situations and contexts in which to use it.

Language events are necessarily communicative events in the full sense. They demand not only the presence of communicative intent and mutuality in its recognition, but also a sharing between the addressee and the communicator. Language is not merely a means but a medium as well. It does not merely convey mental contents but also arranges them in a proper order. To

describe its principles of organization we have to distinguish between different levels of patterning, requiring independent means of description, and associated with different branches of linguistics. For example "grammar" and "vocabulary" together make up the central level of linguistic form. "Phonology" relates these abstract formal patterns of language to the physical noises and articulatory movements of speech. "Context" in its widest sense is the relation between linguistic form and the world at large: Persuasive communication is one kind of linguistic situation, so the present study is oriented towards context. The present study will not devote equal attention to all the levels named above and in any case this is not desirable.

**Class:**

No account of language is possible without a classification of items by their similarities and differences. Noun, verb, postposition in Hindi/Urdu are classes of words. These are some of many familiar traditional names for grammatical classes in Hindi/Urdu. Units are assigned to classes on a number of grounds:

- a. Their function in the next large units.
- b. Their structure
- c. The way they combine with other units of the same rank.

Each of these criteria has to be given its due weight in the analysis of language, but the first, or functional criterion has priority in descriptive statements, because the whole notion of structure is founded on it. Each element of structure is associated with a specific class of the next smallest unit. In clause structure, the nominal group is that type of group, which operates at subject and object. The verbal group operates at predicate. The adverbial group operates at adjunct. The separation of groups into these three classes is the most important classification for this unit.

**System:**

Classification presupposes some relative notion of sameness and contrast. By systems or sets of classes in contrast, we break primary classes into finer, more precise categories, and define the conditions under which one class is selected rather than another. The broad class

noun is subdivided by such systems as mass/countable; concrete/abstract, singular/plural, animate/inanimate, personal/interpersonal. A choice from one system may depend on a choice from another, for example all mass nouns are singular.

### **Assessment of Published Work on Persuasive Communication:**

On the basis of the examination of the published literature on persuasive communication we may draw the following conclusions:

- i. There does not appear to be any substantial amount of literature on persuasive communication.
- ii. The attempt to relate linguistics to communicative studies is embryonic.
- iii. A few studies like Fatihi's "The language of Advertising and T.V. commercials" are descriptive in orientation.
- iv. Indicating where further research is likely to be most fruitful, has not yet been taken up in any research study on persuasive communication.

Under this state of affair any attempt to analyze the semio-communicative aspect of persuasive communication would provide a promising line of enquiry to linguists and communication researchers.

### **Scope of the Present Study:**

The need for the present study is all the more important as we are aware that there is a significant dearth of analytical studies that have been closely related to communication research. Though various views have been expressed about the effects that the news communication system is having upon the lives of people in a society and the way in which the quality of social life is being transformed by the expansion of communication. Since communication is assuming a great significance in the social life of people, the systematic study of the role of communication in society is a task that needs to be undertaken not only integrating the fragmented data that is currently at our disposal but to facilitate the development of future research in this field.

Empirical findings from various sources need to be drawn together so as to make some tentative generalizations possible and to assess value of different

theoretical approaches to the study of persuasive communication.

Persuasive communication is publicly acknowledged as being an important ingredient of contemporary life, and, therefore, linguistics ought to be making a positive contribution to our understanding of its significance not only for the enlightening of the masses but also for the sake of linguistics itself. For if persuasive communication is an important element in modern life, then explaining its significance will be a precondition for developing an understanding of the structure and functioning of the language of persuasive communication.

In the semio-communication study of persuasive communication it becomes important to explore the relationship between semio and communicative aspect of persuasive communication. This defines the scope and objective of the present study.



## **CHAPTER-II**

### **THE LANGUAGE OF COMMUNIATION**

#### **II . A . INTRODUCTION:**

In order to convey mental contents to one another and thus keep up a social relationship human beings have invented and perfected language as a means of communication. The notion of communication is very complex in nature, it involves mutual recognition of communicative intent. Whenever word persuasive communication is mentioned, most of us think of commercial advertising which is directed towards a mass audience with the aim of promoting sales of commercial products. Commercial advertising is one of the most important type of persuasive communication but it should not be taken as the single variety of persuasive communication. Propaganda, election campaigning, trade advertising, religious discourse may also be covered under persuasive communication. Propaganda and election campaigning do not attempt to promote sales rather bring about an

alignment of public opinion with the persuasive communicator's interest. Propaganda and campaigning are initiated not by commercial enterprises but by nonprofit making bodies such as political parties, Government departments and big business houses. Here it would not be easy to specify what is common between these various types of persuasive communication. However, one of the most striking features which ties them together is the persuasive element. The persuasive element of these communicative messages brings them together under persuasive communication.

The language of persuasive communication comes under the broader caption of loaded language, that is, it aims to change the will, opinion or attitude of its decoder. The most straight forward kind of persuasive communication is one which describes the reason for persuasive communication. In most of the commercial advertising, the advantage the product offers, are described in an explicit way.

**For example:**

Ba:lõ ko ta:zgi de

*"give freshness to hair"*

ba:lõ ko dilkashi de

*"give beauty to hair"*

ba:lõ ko zindagi de

*"give life to hair"*

almo:nd drop kesh tel

*"Almond drop kesh oil"*

a:j te:ks do a:sa:ni se

*"give tax today with ease"*

kal doge paresha:ni se

*"will give tomorrow with strain"*

jE:si bhi ho khã:si

*"whatever be the cough"*

ziya:da ya zara:si

*"more or less"*

la:parva:hi na: karo

*"don't be careless"*

fo:ran gila:ikodin lo

*"take Glycodin immediately"*

bha:rat bhar me khã:si ka: bharosemand ila:j

*"reliable treatment of cough all over India"*

pesh he sama:ra

*"presenting Samara"*

bha:rtiya na:ri ke liye so:ndariye upca:r

*"beautiful way for the Indian women"*

nlkha:r ka: apna: ru:p rang

*"complexion will get a pep"*

Saja:ye har umang

*"will stabilise every wish"*

Sama:ra Da:bar risarc fa:unDeshan

*"Samara Dabur Reserch Foundation"*

ab a:pke cehre par bhi camke

*"now it will shine on your face too"*

baGHE:r jha:yŃ va:li KHu:bsu:rat ā:khē

*"crystal clear eyes without . black shades"*

pesh he me:nkulns vITa:min-I Isklñ kri:m

*"presenting Mannequin's Vitamin E Skin cream"*

ka:li jha:yā: o:r jhurlyā: haTa:ne ka:

asarka:rak tari:qa

*"Effective way of removing blk shades and wrinkles"*

The language of persuasive communication revolves around attention value, readability or listenability, memorability and persuasive power.

### II.A.1. Attention Value:

Attention value of the language of persuasive communication adds the element of surprise and shock to persuasive communication. Any kind of unconditional and experimental expression, shock and amuse the decoder of persuasive communication. A departure from the convention and the set norm increases the attention value of the language of persuasive communication. The deviation from the norm may take many forms. For example, hybridization of expressions or intermingling of two different orthographic systems can be some of the examples of deviation from norms such as:

"vah vah" farnicar vid

"wah wah" furniture with

calta: he matirlal?

"no no will the ordinary furniture susain?

Kabhl nahĩ!

"never!"

Durofa:In mIDlam DensITi fa:lbar borD

"Durofine medium density fibre board"

llbarTi fuT vlar

"Liberty foot wear"

a:pki coa:ls

"your choice"

sabki KHa:hlsh

"everyone's desire"

ek Tlp Top sahelī ki

"one tiptop friend"

Tlp Top paheli

"tiptop riddle"

mlsez juneja: ke KHu:bsu:rat sE:nDIl

"Mrs. Juneja's beautiful sandal"

dIlkash DIza:ln, mazbu:t, Tlka:u o:r bharosemand

"desirable design, durable, stable and reliable"

asli camRe se bane pivici sol wa:le

"made up of pure leather with PVC sole"

sha:nda:r vo laTasT sE:nDIl a:ra:mda:yak o:r

baRhIya: fiTing

"diginified and latest sandal comfortable and

good fitting"

tiptop from libarTi

"Tiptop from Liberty"

KHu:bsu:rat anda:z

"Khubsoorat Andaaz"

hIndi me ek rIsa:la:

*"a magazine in Hindi"*

sabse nIra:la:

*"Unique among others"*

thrIl

*"thrill"*

E:dvencar

*"adventure"*

romE:ns o:r ja:su:si se bhàrpu:r dhama:ka:

*"full of romance and detective explosion"*

Neologism is another example of departure from set rules. In commercial advertising neologism plays a vital role in enhancing the attention value of persuasive communication.

Pi ke guDbole bole

*"P.K. Goodbole bole"*

sirf guD nahĩ:

*"not only goode"*

guDesT he guDrIc

*"but best is Goodrich"*

guDrIc ca:e

*"Goodrich Tea"*

KHushbuo ki mahka:r

"odours of perfume"

Itre shama:ma: ka: camatka:r

"magic of Shamama perfume"

gehũ: ke gur llye naya: klsa:n annapurna: a:Ta:

"having the qualities of wheat new Kissan  
Annapurna flour"

a:dhunlk takni:k se bana: vITa:mln ke sa:th

"prepared with sophisticated technique which  
retains the vitamins"

o:r proti:n barqra:r rakkhe

"and protiens of wheat"

pa:ni ko adhIk ma:tra: me sũkhe a:r a:p bana:ẽ  
narma:naram roTi

"knead with sufficient water and make extra soft  
breads"

klsa:n annpurna: a:Ta: gehũ: ke gur narma:naram  
roTlyo me

"Kissan Annapurna flour having qualities of wheat in  
extrasoft breads"

In some cases semantic manipulations are also used  
to increase the attention value of expression.



Example:

va:shIng pauDar nlrma:

*"washing powder Nirma"*

du:d si safedi nlrma: se a:e

*"brings the whiteness of milk"*

rangi:n kapRa: bhi khll khll ja:e

*"coloured cloth will also glisten"*

sabki pasand nlrma:

*"everybody's liking Nirma"*

va:shIng pauDar nlrma:

*"washing powder Nirma"*

antarra:shtrIye vllkinsan sorD blleD

*"international Wilkinson Sword blade"*

talwa:r ki dha:r jo ba:l ki tah tak ja:e

*"sharpness of sword which goes till the edge  
of the hair"*

o:r de Itna Qarib shev

*"and gives such a close shave"*

vllkInson sord la:Iye

*"get Wilknson Sword"*

talwa:r ki dha:r apna:Iye

*"own the sharpness of sword"*

slrf sa:t ruplye pE:k

"Only Rs. 7 a pack"

llp-a:rT kallekshan me sama: gaya: mitE:llk ja:du

"Lip-art collection encircled metallic magic"

koppar E:nd bronz

"copper and bronze"

llp-a:rT

"lip-art"

from altra: kri:m lE:kme

"from ultra cream Lakme"

### **II.A.2. Readability and Listenability:**

The language of persuasive communication is also marked for its element of readability and listenability. The element of readability and listenability mainly revolves around simplicity, brevity and familiarity. Familiar, simple and brief expressions have high degree of readability or listenability. Sometimes, the basic requirements of readability and listenability conflict with the requirements of attention value. For example, neologism which is one of the essential requirements of attention value may not go along with the familiarity which is one of the

requirements of readability and listenability.

### **II.A.3. Memorability:**

In an attempt to make lasting impression persuasive messages are repeated over and over again. It helps in enhancing the memorability effect of the message. Repetition obviously plays an essential role in memorization. The amount of repetition of both spoken and printed persuasive communication is phenomenal and has a bearing on syntactic peculiarities of persuasive communication. In addition to repetition certain other phonological features like alliteration, rhyme, rhythm also play a major role in increasing the memorability effect of persuasive communication. To illustrate this point further, we may examine the following examples:

Pehle mehra:n phIr dastarKHa:n

"First Mehran then dastarkhan"

mehra:n .masa:le, mehra:n pa:kIsta:ni ba:smati  
ca:val

"Mehran Spices, Mehran Pakistani basmati rice"

mehra:n sevalyã:, firni, khir mlks o:r gula:b  
ja:mun

"Mehran vercimili, firni, kheer mix and gulab

jammun"

isT o:r vesT mehra:n lz da besT

"East or west Mehran is the best"

kE:spar dhorI surakcha: va:li machchar bhaga:ne

ki TikIya:

"Casper double protection mosquito repellent"

machchar bha:ge Dabal fa:sT

"Mosquitoes vanish double fast"

ni:nd a:e farsT klla:s

"Gets sound sleep"

sapnõ ke rang

"Colours of dream"

bane sang sang

"Will be with you"

barger penTs

"Berger Paints"

TvInkIl tvInkil lItIl IsTa:r

"Twinkle twinkle little star"

TvInkIl chIps baRe mazedar

"Twinkle chips are very delicious"

pahla: pahla: tohfa:

"the first present"

us nae mehma:n ke na:m

*"In the name of the newborn guest"*

jo muskura:e to sa:ri dunlya: jagmaga:e

*"Whose smile makes the whole world glitter"*

jiski ek ro:shan nazar par cha:nd ta:re sharma:ẽ

*"Whose one bright glance will make the moon  
and stars feel sky"*

jiski ma:su:m kllka:rlyõ ko sun chIRyã:

chahekna: bhu:l ja:ẽ

*"Whose innocent giggling will make the birds  
forget chirping"*

jo:nsan E:nD jo:nsan

*"Johnson and Johnson"*

bebi kalekshan

*"Baby collection"*

#### **II.A.4. Persuasive Power:**

Persuasive power is the most important element of persuasive communication. Most of the persuasive communication ends on the persuasive expressions like: KHari:dye "buy", Istema:l karlye "use", lo "take", do "give", kljllye "do" etc.

a:j TE:ks do a:sa:ni se

*"Give tax today with ease"*

bE:dyana:th cavanpara:sh Ispeshal

*"Baidynath chavanprash special"*

Dabal dhama:ka:

*"Double bombshell"*

ek kloo Ispeshal cavanpara:sh bahu:upyogI pE:k

ja:r me

*"With 1 kg. special Chavanprash use full pack jar"*

100 em el shankhpushpl muft

*"100 ml honey free"*

jaldi kiJiye o:far IsTo:k rahne tak

*"Hurry up! Offer valid till the stock lasts"*

asar E:sa a:p rahẽ a:ge hamesha:

*"Effect will keep you in forefront"*

anekta: me ekta:

*"Unity amongst many"*

hama:ri vlshesta:

*"Is our slogan"*

ekta: apna:lye

*"Adopt unity"*

ekta: hi pahenlye

*"Only wear ekta"*

ekta: cappal

*"Ekta slippers"*

jE:si bhi ho khā:si

*"Whatever be the cough"*

zIya:da: ya: zara:si

*"More or less"*

la:parva:hi na: karo

*"Don't be careless"*

fo:ran gla:lkoDin lo

*"Take Glycodin immediately"*

bha:rat bhar me kha:si ka: bharosemand Ila:j

*"Reliable treatment of cough all over India"*

In most of these expressions the decoder is politely asked to do something or not to do something. The use of imperative like do "give" lo "take", Karo "do", kljlye "do", Istema:l karlye "use", a:lye "come", llye "take" etc., definitely enhances the persuasive power of the message.

Some of the most common persuasive cliches put emphasis on the uniqueness of the product. Some

of these cliches are: sabse nIra:la "unique", shaktIsha:li "powerful", asarka:rak "effective", umda "excellent", double action.

Examples:

Sabse umda: shuddh o:r ta:za: mlrc se banta:  
he ra:mdev mlrc pauDar

*"Best among other is Ramdev mirch powder made  
from pure and fresh chillies"*

ra:mdev mlrc pauDar ghar jE:si shuddta: o:r  
ta:zgi

*"Ramdev mirch powder is pure and fresh like domestic  
item"*

parastut he kE:spar ki dohri shaktisha:li TIkya:  
*"presents double action, protective casper  
tablet"*

althri:n + sltronela

*althrin + sitroneta*

klfa:Iti ja:r me bhi uplabdh kE:spar dohri  
suraksha: va:li machchar bhaga:ne ki TIkya:  
*"also in economy pack double action mosquito  
repellent"*

nai: Dabal E:kshan vInTar shi:ld



*"New double action winter shield"*

sardly<sup>o</sup> me jab tavca: ko ca:hlye

*"In winter when skin needs"*

sa:dha:ran jeli se baRhkar suraksha:

*"More than ordinary jelly protection"*

Dabal E:kshan vInTar shi:lD harbal o:l ls o:r

*"Double action winter shield herbal oils and"*

peTroliam jeli ki Dabal suraksha:

*"Petroleum jelly's double protection"*

These superlatives play a pivotal role in relating tall claims to the product. The persuasive expressions like ultra white, asarda:r "effective", la:java:b "excellent", super rich pursue the consumer to make use of the product. In most of these examples discouraging negative expressions are avoided. The use of negation is restricted to the expressions like no other.

To elaborate this point we may examine the following advertisement of a cold cream.

klyū:kl slrf gora:pan ka:fi nahī<sup>o</sup>

*"Because fairness only is not sufficient"*

ponDs InsTlchu:T pesh karte he nal khoj

*"Ponds institute presents a new research"*

gora:pan o:r KHu:bsu:rat tavca ek sa:th

nlyu ponDs Dri:m fiarnes kri:m

*"New ponds dream fairness cream"*

In this persuasive communication negation has been used as an emphatic disclaimer of the equality of competing brand. The persuasive element of this message lies in the fact that ponds dream fairness is for both gora:pan "fairness" KHu:bsu:rti "beauty"

## **II.B. The Role of Language in Persuasive Act:**

The language of persuasive communication weaves around the questions like:

- a . Who are the participants in the persuasive communication?
- b. What objects are relevant to the communication?
- c . What is medium of communication? And
- d . What is the effect of communication?

A close analysis of the first question may lead us to the encoder and the decoder of the message.

The persuasive element in the language of communication also depends on the relevant aspect of the communication. A feature which is physically or sensibly present can be treated as relevant to the process of communication. A feature which is mentioned or discussed may also be treated as relevant.

The third question is about the medium of communication. As we all know the spoken form of language always looks different from the literal form of language. The use of language on oral communication network like radio, television, telephone, demands special kinds of vocal delivery. The sound effect do play a considerable role in the process of persuasion. Keeping this in mind the persuasive communicators make use of chanting and singing in persuasive communication, like election campaigning. The use of film tunes has become a routine affair in election campaigning.

**Examples:**

desh me la:|Ten ki camak hobe kari

*"The light of lantern will prevail in the nation"*

banlhelñ la:lu:ji hama:r pi em to dhamak hobe kari

"If Lalooji becomes P.M. then thunder will prevail"

(based on the tune of a song from the film Ganga Jamna)

cappa cappa sa:lkll cale

"Everywhere cycle will move"

(based on the tune of a song from film Maachis)

dhamki se na: darna:

"Don't fear from threats"

pE:se pe tum na: marna:

"Don't die for money

ek naya voT apna:

"A new vote of ours"

a:p voT Da:lẽ nIDar hokar

"you may cast your vot boldly"

(based on the song from the film Dilwale  
Dhulaniya le Jayenge).

The use of phonoaesthetic aspects of the language may not be seen in the written form of language. This brings us to the conclusion that the medium of communication does play a decisive role in selecting persuasive strategies.

The effect of the communication is also taken as one of the most important factors in persuasive communication. A persuasive strategy may be preferred over and again over other persuasive strategies if its effect is considered effective. In other words a strategy which plays an important role in moulding the behaviour of the potential consumer will be treated as highly effective.

Even a cursory glance over the above questions helps us to draw the conclusion that the language of the persuasive communication is entirely different from the language of the social communication. The language of the persuasive communication looks to be full of complications at both, encoding and decoding of the message. In most of the persuasive situations, persuasive communicator is not a single person. In many of these situations persuasive communicator is an abstract assemblage of people, as a result the process of organizing the message in form of an effective persuasive communication becomes very complex. In advertising agencies, advertising campaigns are prepared by copywriters which make him responsible for the composition of the verbal message. However, he does not

have free hand in expressing himself like a creative writer only because his verbal expressions are subject to modifications and approval by others. The choice of lexical items and the style of the language fully depend on the social status of the presenter. The language of persuasive messages which are presented by celebrities do get influenced by the idiosyncrasies of those celebrities. To elaborate this point further we may cite the example of very famous advertising compaign by international cricketer Kapil Dev.

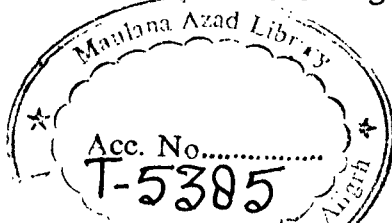
pa:mollv da: java:b nahĩ

*"Palmolive has no substitute"*

In this example the typical Haryanvi flavour of the persuasive message goes along with the typical Haryanvi Character.

The language of those persuasive communications which are presented by housewives do reflect the gender difference of the language. Such persuasive messages are marked by very typical expressions of housewives. Some of these examples are:

vi:dloko:n va:shlng mashi:n



"Videocon washing machine"

ab ba:i kl roz khIT khIT se chuTTi

"Now relief from maid servant's wrangling"

ta:jub hota: he kl mE:ne Iske blna Itne dIn  
blta:ye kE:se

"I am surprised how I have spent so many days  
without it"

mE: to Isme reshmi kapR̃ se lekar DenIm o:r  
ca:dr̃ tak dho Da:lti hũ:

"I wash in it from silk clothes to denims and  
bedsheets too"

O:r sab blkul sa:f dhulte hẽ

"And everything is washed very clearly"

sac kltni koa:liTi ki mashi:n he

"Truly it is a qualitative machine"

mujhe ek dIn ki bhi takli:f nahi di

"It has not given me even a day's trouble"

kahi: nazar na: lage

"Beware of evil eye"

bha:rat ki ghar ghar ki pasand

"Likeness of every house hold of Bharat"

vi:dlokön vashIng mashi:n

"Videocon washing machine"

The above discussion is indicative of the fact that the language of persuasive communication is required to play a variety of roles in variety of situations. It is influenced and guided by the social position of the communicator, consumer and presenter. It also caters the requirements of the product. The persuasive features of these messages are fashioned according to the requirements of the consumer items. For example persuasive elements of the advertising message of fertilizers will be totally different from the persuasive message of a luxury car.

However, the language of persuasive communication can broadly be divided into direct persuasive language and indirect persuasive language.

### **II.B.1. Direct Persuasive Language:**

The direct persuasive language looks to be different from the indirect persuasive language in the sense that the persuasive communicator directly addresses the consumer of the message. The persuasive elements of these messages are more direct in nature. Most of these persuasive communications are loaded with the lexical



items whose semantic function is to point or draw attention to events happening on the screen.

The lexical items like ab "now", yeh "this", E:se "like this" in Hindi-Urdu and now, here in English occupy prominent positions in the persuasive messages.

**Examples: (English)**

Now the world's most beautiful women. In the world's most exclusive wollen Mohini Knitwears. Mohini knitwears congratulates Sushmita on Winning the coveted Miss Universe Title.

Hierarchy is out, collaborations are in role models are out, role models are in efficiency is out, effectiveness is in PARK AVENUE by Raymond

**Examples: (Urdu)**

ab me: apne ba:lõ me tel nahĩ laga:ti klukl

"Now I don't apply oil to my hair as"

mujhe mlla: he pE:nti:n pro vi fa:rmula

"I got Pantene Pro-V formula"

ab mere ba:lõ me lehra:e sehat ki camak

"Now my hairs have healthy waves"

ab kya: zaru:rat he tel laga:ne ki

"Now where is the need for applying oil"

RohIt a:j mE:c me klu nahi a:ya:

"Why Rohit has not come to the match today"

dā:nt me dard he

"Surffering from tooth ache"

dā:nt me dard? vo kE:se hota: he

"Tooth ache? How it occurs"

aksar kITa:nu se tabhi to ham naya pepsoDenT

u:z karte hē

"Often with germs, that is why we use new  
pepsodent"

pata: he ye ab bhi kItna: asarda:r he pu:ra:

ek sao do partIshad

"You know how effective it is now 102%"

pepsodent ka: jermIcek ab he o:r bhi a:vIshka:ri

"Pepsodent germicheck is now more full proff"

ya:n̄i ghanTō ba:d bhi kITa:nō par sa:dha:ran

Tu:th pesT se k̄hahī zIya:da: asard:ar he

"Even after hours on germs, it is more effective  
than ordinary toothpaste"

sahi brashIng rakkhe dā:nt mazbu:t

"Correct brushing will keep the teeth strong"

rohIt yeh lo pepsodent

"Rohit take this pepsodent"

klu?

"Why?"

samajh tera: Tu:th pesT a:uT

"Think that your toothpaste is out"

yeh Tu:th pesT he ya tendulkar

"Is it a toothpaste or Tendulkar"

The use of imperatives like *kijIye* "do" *lijiye* "take" *Istema:l* *kijIye* "use it" *a:zma:Iye* "experience it" *dekhIye* "see" go noticeably high in the language of the direct persuasive communication.

### Examples:

tabbu jE:se a:pke ba:l bhi Itne camkē ki cakIt kardē

"Your hair will also shine like Tabbu's which will surprise you"

a:j hi a:zma:Iye laks supar rlc shE:mpu sE:sheT

"Test today only lux super rich shampoo sachet"

bE:dyana:th cavanpara:sh Ispeshal

"Baidynath Chavanprash special"

Dabal dhama:ka:

"Double bombshell"

1 klllo Ispeshal cavanpara:sh bahu:upyogi pE:k  
ja:r me

"With 1 kg special chavanprash useful pack jar"

100 em el shankhpushpi muft!

"100 ml honey free!"

jaldi kijlye! o:far IsTo:k rahne tak

"Hurry up! offer valid till the stock lasts"

asar E:sa: a:p rahẽ a:ge hamesha:

"Effect will keep you in fore front"

Use of the second person pronouns also goes up in direct persuasive language. It helps in taking the consumer in confidence by addressing him with the second person pronouns

### Example:

Visual Image	Message
i. Hema Malini appears sits on a chair	and a:j me a:pke sa:mne abhinetri nahĩ balkl ek a:m Istri bankar a:i hu :

"today I have not come before you as an actress but as an ordinary woman".

i i .Shows her hands with knitted eye brows  
kya: a:pko nahi lagta:  
hama:re ha:th ki jivan rekha:ẽ kapRe dhote dhote ghls ga i:

"dont you feel that our life lines are worn out by washing clothes".

iii.Demonstrate Shudh powder packet  
deTergenT ab Ta:Ta ne hama:re llye ek. KHa:s formula: bana:ya: shuddh shuddh DltarjenT pauDar

"now Tata has made a special formula which is pure. Shudh detergent powder".

iv. Then shows washed clothes and shows her hands happily.  
ab hama:re ha:th nahi again dukhenge ghisege o:r kapde sa:f.

"now our hands will not be worn out and clothes will be washed clean".

The above 90 second persuasive message exhibits a close coordination between visual and verbal communication. The message reflects a closer intimacy with the use of personal pronouns like a:p "you". The total number of words in this message is fifty, however the personal pronoun has been repeated four times to establish a closer link with the consumer. The visual image in this persuasive campaigning seems to be the subordinate role supplementing the persuasive message with routing elaboration. This script exemplifies the addresses features of direct persuasive language.

The repetition of the brand name is another important strategy of the direct persuasive communication. In most of these campaigning brand names are repeated with intensified superlatives.

**Example:**

vashIng pauDar nlrma:

*"Washing powder Nirma"*

du:dh si safedi nlrma: se a:e

*"Brings the whiteness of milk"*

rangi:n kapRa: bhi khll khll ja:e

*"Coloured cloth will also glisten"*

sabki pasand nIrma:

*"Everybody's liking Nirma"*

vashIng pauDar nIrma:

*"Washing powder Nirma"*

nIrma:

*"Nirma"*

Some of the other linguistic feaures which are commonly noticed in the language of direct persuasive communication is the extensive use of comparatives and superlatives. The use of comparatives possibly highlights the super quality of the product.

### **Example: Comparative**

ab vulma:k ka: bharosemand

*"Now confidence with Woolmark"*

ya:ni u:ni kapRe ki KHas suraksha:

*"That is special care of woolen clothes"*

godrej dIp .llkuID DITarjenT

*"Godrej dip liquid detergent"*

DIp me ek E:sa Kha:s formula:

*"Dip has got a special formula"*

jisse yeh a:pke kapR<sup>o</sup> ko mula:yam bana:e rakhta: he

*"Which will make your clothes soft"*

o:r anne DITargenTs ki tarah Is se

*"And like other detergents with it"*

Dhula:l ke ba:d kapRe slkuRte nahi<sup>~</sup>

*"Clothes will not shrink"*

**Example: Superlative**

sabse umda: shuddh o:r ta:za: mlrc se banta: he ra:mdev

mlrc pau:Dar

*"Best among other is Ramdev mirch powder from pure and fresh chilies"*

ra:mdev mlrc pa:uDar ghar shuddhata: o:r ta:zgi

*"Ramdev mirch powder is pure and fresh like domesti items"*

A closer look at these features forces us to draw the conclusion that the language of direct persuasive communication is highly homogeneous.

**II.B.2. Indirect Persuasive Language:**

The language of indirect persuasive communication lacks the homogeneity of the language of direct persuasive communication. In other words the language of indirect persuasive communication appears to be more diluted in



nature. In most of the indirect communicative situations the viewer is addressed by a secondary participant who usually appears on the screen and campaigns for the product indirectly. He does not directly address the consumer for persuasion. In the use of the language he appears to be more suggestive. The language does not fully incorporate the salesman like qualities of direct address communication. However, the strength of these communicative strategies lies in the personal appeal and authenticity of the speaker. Most of the indirect persuasive communication differ noticeably from direct persuasive communication.

**Example:**

Dabal    filTar    na:rlyal    tel

*"Double filter coconut oil"*

naya:    nlha:r

*"New Nihar"*

ek    shital    o:r    sha:nt    ehSa:s

*"A cool and soothing feeling"*

ec    em    Ti    ghaRyā:

*"HMT watches"*

desh    ki    dhaRkan

*"Nations heart throb"*

The HMT advertisement shows how indirect persuasive language can be used to bring the illusion of a personal rapport between HMT watches, the nation and the viewer. The persuasive message does not directly ask consumer to make use of HMT watches. The language is more suggestive than prescriptive.

In indirect communication pronoun provides the real clue that this is not direct persuasive language. The use of pronoun like "we" and "I" can only suggest the use of indirect persuasive language. In most of the persuasive campaigns which come under the category of monologue, the use of personal pronoun "I" is very common. Monologue persuasive messages differ more markedly from direct persuasive communication strategies. In these monologue situations the presenter is seen on the screen and addresses the viewer throughout.

**Example:**

ab me: apne ba:lõ me tel nahi laga:ti klũkl

*"Now I don't apply oil to my hair as"*

mujhe mlla: he pE:nTin pro-vi formula:

*"I got Pantene Pro-v formula"*

ab mere ba:lõ me lehra:e sehat ki camak

*"Now my hairs have healthy waves"*

ab kya: zaru:rat he tel laga:ne ki

*"Now where is the need for applying oil"*

In some of the situations the voice is off the screen commenting on the visible action. Many of these monologue persuasive campaigns begin with a WH-question with a rising tone. These interrogative sentences help in highlighting the quality of brand.

**Examples:**

chupa: tha:

*"Was concealed"*

klcen kE:blneT me

*"In the kitchen cabinet"*

mara: kE:se?

*"How it died"*

ba:ha:r nlka:l kar ma:r dIya: gaya:

*"Was taken out and killed"*

mo:t ka karan?

*"Reason for death?"*

hekzlt me sama:ya: jadu:i tatv daltame:thri:n

*"Hexit has got magical daltamathrine"*

slrf hekzIt chupe ko:kroc nlkale o:r kare clt

*"Only Hexit will take the concealed cockroaches and kills them"*

In the indirect persuasive communication, slang and familiar forms of language generally contribute to fix the identity of social background of the speaker. It also helps to put him on a relaxed familiar footing with his audience.

**Example:**

E:se ba:l na:rlyal tel nahl lag:ʔ?

*"Such hairs do not apply coconut oil?"*

chi: Isku:l me sab mujhe clpku chlpu kahte haẽ

*"Chie everybody in school tells me that my head is greasy"*

a:gaya: pahla: clpclpa:haT rahlt kesh tel

*"Arrived non-greasy hair oil"*

llkuID proti:n yukt kllnlk palas na:rlyal tel

*"Protein fortified liquid coconut oil"*

kllnlk palas o:r na:rlyal tel

*"Clinic plus and coconut oil"*

na:rlyal tel o:r proTin

*"Coconut oil and protein"*

ha: Is me he 2.1% oil clpclpa:haT rahIt, KHud  
dekh lo

*"Yest it has got 2.1% and non greasy see  
yourself"*

hmm!

*"Hmm!"*

na:rlyal tel ab llkuID proTi:n ke 2.1 poshan  
se

*"Coconut oil with 2.1 vitamins"*

Ba:l bana:ẽ soasth o:r sunder

*"Hair will be healthy and beautiful"*

are clpku tu to damkl damkl lag rahi he

*"Hey chipku you are looking very bright and  
glamorous"*

naya: klInlk plas na:rlyal kesh tel llkuID  
proTi:n yukt

*"New clinic plus coconut hair oil with liquid  
protein"*

In situations where dialogues have been used in indirect persuasive situation, the viewer is given a status of a spectator. He is not directly addressed by the anchor

person and the language is determined by considerations of dramatic realism.

**Example:**

mammi: ha:e! me Dra:me me ra:jkuma:ri banũ:gi

*"Mummy hi! I'll become Princess in the drama"*

aha: Itne sundar bal jo he ko:n sa sa:bun

*"Aha such beautiful hair which soap"*

sa:bun! yeh to klnlk plas shE:mpu ka: kama:l  
he

*"Soap! it is due to clinic plus shampoo"*

mammi: mujhe bhi ra:jkuma:ri bana:o na:

*"Mummy make me also a Princess"*

llkulD proTi:n yukt-klnlk plas proTi:n shE:mpu

*"With liquid protein-clinic plus protein  
shampoo"*

ba:lõ ko slo tak mazbu:t bana:e

*"Make the hair strong till end"*

ba:l dlkhẽ ghane sa:f o:r kltne soasth

*"Hair will appear dense, clean and how healthy"*

kl jhalkẽ damkẽ damkẽ

*"That it will sparkle"*

In some of the other indirect persuasive communications, a persuasive strategy of testimony is employed to pursue the potential consumer. In such persuasive campaigns a celebrity presents testimonial letter to promote the product.

**Example:**

pahli ba:r sunlye ravi:na: TanDan ki zuba:n se

*"Listen for the first time from Raveena Tondon"*

meri tavca: he a:eli Isllye mere hare laks InTarne:shnal  
me he

*"My skin is oily that is why in my green lux  
international"*

fu:D ekstre:kts jo clkna:i haTa:e andar tak sa:f  
kare

*"There are food extracts which removes oiliness  
and clean thoroughly"*

khula: khula: mahsu:s kare meri tavca:

*"My skin feels very light"*

ab a:p ja:n gaye mere dll ki ba:t! sac

*"Now you have known the secret of my heart!  
Really"*

ravi:na: ka: laks InTernE:shnal he fu:D ekstre:kts yukt

*"Raveena's lux international is with food extracts"*

laks inTarnE:shnal flmi slta:rō ka: man pasand sa:bun

*"Lux International is the favourite soap of film stars"*

### **III.C. Persuasive Language : A**

#### **Registered Variety**

Upto this point we have discussed prsuasive situation as a whole which influences the communicator's choice of the language. The observations made in the earlier sections of this chapter help us in making certain generalizations about the registeral variety of the persuasive language against the background of other varieties of usage, all functioning within the broadest framework of standard language. We are familiar with regional varieties of the lnguage where the grouping is made on the basis of regional area. We may also speak of language of sex, age group or social class. However, a registeral variety is established according to the use of the language in a particular domain. A language used by a medical practitioner may look to be different from a language used by an electronic engineer due to their association with their profession. A large number of words are limited to a specialized field



of technical or scientific communication. Though the grammatical differences of registers are not so remarkable as lexical differences, there are some obvious divergences between the grammar of two registeral varieties. The domain of register sometimes helps in establishing the grammatical form of that particular register. For example, newspaper headings have abbreviated grammar.

The registeral variety of persuasive communication mainly depends on relations between participants. The number of participants who are participating in the act of persuasive communication decide the tone and texture of the language. The questions such as whether they are known to one another or not whether there is any significant difference in their social status, determine the registeral flavour of the language and can be covered under the heading style of discourse.

The medium is another important factor in determining the tone and texture of persuasive language. How message is being transmitted from encoder to decoder is a question which influences the registeral variety of the language. Written form of language will definitely be different from the

spoken form of language and it may have its impact on the registeral variety. The impact of medium on the registeral variety can be covered under mode of discourse.

### **II.C.1. Style of Discourse**

The style of persuasive discourse can be covered under the sub-headings like, Colloquial Formal, Casual Ceremonial, and Personal Impersonal.

a. Colloquial Formal : The choice of style in a persuasive communication may depend on the persuasive situations. For example, a private persuasive situation may be marked by colloquial style while in public discourse a formal style can be preferred. The choice of style also reflects the personality of the communicator . A persuasive communicator like Laloo Prasad Yadav, former Chief Minister of Bihar and president of Rashtriya Janta Dal, prefers to opt for colloquial style in public discourse.

**Example:** In one of his political discourses he said "jab tak rahega: samose me a:lu satta: me rahega: la:lu

*"As long as potato is their in samosa, Laloo will be in power".*

His wife Rabri Devi, the Chief Minister of Bihar has emulated Laloo Prasad's Colloquial style in her political discourse. For example, in one of the recent political campaigns she starts her speech with the following remarks.

dilli me more plya: ba:re la:lTE:n

*"My husband will light the lantern in Delhi"*

In her speech there is some measure of informality at both, the imitating and receiving ends of persuasive address. The text of the speech makes it clear that there is no amount of institutional existence in the speech. The term institutional existence refers here to the institutionalized form of political discourse. For example, the political speech of Jawahar Lal Nehru or Ram Manohar Lohiya can be categorized under institutionalized form of expression where ideological concepts play a relevant role. However the present text does not show any amount of institutionalized form of expression. Colloquialization of expression is an extension of the process through which we prefer to dilute the formal expression. Colloquial style is the most

common style of communication and it carries the main features of colloquial language. It is preferred over the formal form of language only because the formal form of language is acquired only after colloquial form of language. For this reason colloquial form of expression has a mass appeal and therefore, it is preferred over the formal form of expression by the communicator. The following T.V. Commercials illustrate some typical features of colloquial expressions

**Example:**

ye ha:th hamko dede THa:kur

"Give us this hand Thakur"

nahī:

"No"

ye ha:t hamko ko en en en

"Give us this hand en en en"

gabbar ha:th ba:d me lena:

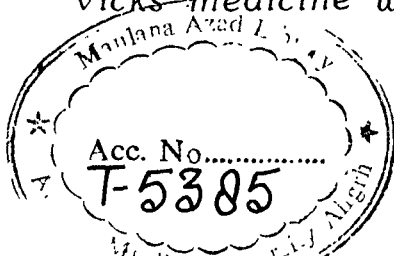
"Gabbar take the hand afterwards"

pahle vlks lo ya:r

"First take vicks yaar"

vlks ki dawai khlc khlc mITa:e

"Vicks medicine will relief irritation"



bahu:t ja:n he In gollyō me THa:kur

*"These tablets have got great strength Thakur"*

vlks ki dawai khlc khlc mlTa:e

*"Viks medicine will relieve irritation"*

vlks asarda:r dawai khlc khlc mlTa:e

*"Viks effective medicines will give relief from irritation"*

Formal expressions have overtones of dignity and authority. They are emulated because of its inherent virtues. In some of the advertising campaigns a formal style of expression preferred over colloquial expression to highlight the overtones of dignity and authority. Though formal style of expressions is loosing ground in persuasive communication, however it remains unchallenged in situations where dignity and authority is stressed.

#### **b. Casual Ceremonial :**

Our style of talking to one another in day to day conversation depends to a considerable extent on the degree of intimacy between the participants or the degree of superiority or inferiority of status. These two contextual factors are bound to

influence the style of discourse. Style of respect will differ from the style of intimacy. The casual form of expression looks to be closer to colloquial form of style. For example, both casual form of language and colloquial form of language may prefer to use slang expressions. In persuasive communication casual form of language has a narrow appeal. However in persuasive expressions directed towards youth, a casual form of expression is preferred over ceremonial expressions. In some of the examples given below, the use of slang makes it's presence felt.

**Example:**

nita: zlyā:da: kha:egi to moTi hoja:egi

*"Nita if you eat more you will become fat"*

a:e donT kear

*"I don't care"*

lagta: nahī̃ kI Is ba:r IgzE:m me pa:s karegi

*"It doesn't appear that you will pass the exam this time"*

a:e donT kear

*"I don't care"*

ha:e ye teri Iskin ko klyā: hua:

*"Oh what happened to your skin"*

ab kaho a:e donT kear

*"Now tell I don't care"*

yeh to roz ki ba:t he Iskin ki problem kiTanu ka: ka:m  
he

*"This is daily utterance, skin's problem is due to germs"*

KITanu

*"Germs"*

tujhe ca:hlye la:If bua:e gold Is me ek kHa:s bE:kTirlal  
tatv jo ki kITuno ko sa:f karne me zlya:da: asarda:r he  
tabhi to kil mUha:se pa:s na: a:e tavca rahe soasth o:r  
surakshIt

"You need Lifebuoy Gold, it contains  
antibacterial element which is more effective  
in destroying the germs. That is why pimples,  
blackheads will not appear. Skin will remain  
healthy and safe".

nita: yeh teri Iskin.... ab a:e DonT kear

*"Nita your skin ..... now I don't care"*

la:Ifboa:e gold tavca rahe soasth o:r surakshIt

*"Lifebuoy Gold will keep the skin healthy and safe"*

The use of ceremonial styles in persuasive communication is commonly seen in historical setting. The expressions like ba: adab "with respect" ba: mula:heza: "with consideration" a:li jana:b "sir, my lord, his highness" are used in advertisements which are based on historical settings.

ravi a:j ls ka: fE:sla: ho ja:e

*"Ravi today we must have its judgement"*

fE:sla:

*"judgement"*

yor o:nar jal ki ta:zgi hi Insa:f he

*"Your honour the freshness of gel is justice"*

o:bjekshan

*"Objection!"*

oh a:h sasTen

*"Oh ah sustain"*

ma:l lo:rD mere Qa:blI dost da:tõ ki mazbu:ti bhu:l gae

*"My lord, my respected friend has forgotten the strength of teeth"*

de ta:zgi

*"Gives freshness"*

mazbu:ti



"Strength"

dono mllē to

"If both are combined"

ab pahli ba:r jermicek pesT o:r jermicek jel ki Dabal  
proTekshan tatha: pepsoDenT Tu In van

*"Now for first time germicheck paste and germicheck  
gel's double protection pepsodent two in one"*

jo laga:ta:r kITanu se laRte rahe

*"Which fights the germs continuously"*

jermicek pesT ya:ni asli mazbu:ti o:r jermicek  
jel ya:ni behtari:n ta:zgi

*"Germicheck paste means real strength and  
germicheck gel means real freshness"*

calo calo pE:sT karo

*"Now get up start brushing"*

Dabal vlshva:s ke llye pepsoDenT ki Dabal proTekshan

*"For double confidence is pepsodant's double  
protection"*

The above observations make it clear that the use of both ceremonial and casual style is restricted to two different settings. In persuasive communication targetted towards youth, use of casual styles is preferred

over other styles of expressions. However the use of ceremonial expressions make ceremonial style more ornamental. It is commonly used in historical settings.

**c. Personal-Impersonal:**

A personal style is marked by free use of first person and second person pronouns. In addition to first person and second person pronouns, the use of imperative exclamations is also common. In impersonal style, first and second person pronouns are replaced by third person pronouns. Use of passive voice in place of active voice is also observed in impersonal style of expression.

In persuasive communication the question of impersonality depends on whether the aim is to publicize a firm or a consumer commodity. Advertisement for firms prefers to have a personal style of expression while consumer advertising is predominantly impersonal. However these observations cannot be generalized because in some of the cases most of these observations are violated.

**Example:**

moha:se the

*"Blackhead were there"*

mE: ne fes Tu fes Istema:l klya:

*"I used Face to Face"*

moha:se to mIT hi gae KHushki bhi GHa:eb ho  
gai:

*"Blackhead disappeared and dryness vanished"*

fes Tu fes tavca ki anek parisha:nI<sup>o</sup> ka: ek  
a:yurvedIk Ila:j

*"Face to Face is the ayurvedic only treatment  
for all the facial problems"*

KHushki o:r moha:se ke lIye fes Tu fes ab loshan me bhi

*"For dryness and blackheads Face to Face is now in  
lotion form too"*

vi a:i pi Diza:In lE:b me ham abhInay kar rahe  
hē

*"In vIp design lab we are researching"*

aTu:T sUraksha: ta:kl a:pke vi a:i pi ko mIle

*"Unbreakable security so that your VIP may get"*

bemIsa:l lo:klng slsTam, ya:ni

*"Matchless locking system"*

vlshv ka: sabse surakshlt lagej

*"An universal safe luggage"*

yũ:hi nahĩ banta: koi: vi a:i pi

*"Nobody becomes VIP just like that"*

### **III.C.2. Mode of Persuasive Discourse:**

The mode of persuasive discourse does have its impact on persuasive language. It indicates that persuasive language varies according to the medium of communication, for example, a contrast between visual and auditory transmission may have its impact on the choice of lexical items. As we all know the spoken form of language may look to be different from the written form of language. The spoken-written dichotomy has an obvious correlation with the colloquial-formal dimension of style. As soon as the messages are written down, element of permanency creeps in the language of written communication. This possibly forces the communicator to prefer formal form of expression over colloquial form of expression. However a few concessions are given to formality in personal letters, it may show a tilt towards a colloquial style of expressions.

The element of permanency or preservation through times provides an opportunity to refer backwards and forwards from one part of the message to another. It also enables the encoder to plan, revise and recharge the message before performance. The spoken form of communication doesn't have these advantages. A linguistic memoire is not needed for the decoder to recall the message in written form of communication while it is essentially required in the spoken form of communication.

In election campaigning the mode of discourse does have its impact on style of discourse. For example, the political leaders rely considerably on the strategy of repetition where same thing is said in different words. The points of emphasis are repeated a number of times, before audience can be assured to have grasped it. The strategy of repetition helps the decoder to recall the message effectively. This is possibly a reason for using exact verbal repetition together with other features of memoric value.

### **Speech:**

**sai:ũkt mōrca: (si pi a:i)**

aTTHa:ra: mahinũ me phlr a:p par ek naya: cuna:v  
thōp dlya: gaya:. sai:ũkt mōrca: sarka:r ko jis tarah se

kongres ne glra:ya: o:r us ke ba:d bha:rtIye jnta: pa:rTi ne jls tari:Qe se satta: hatIya:ne ki koshIsh ki, use dekhte hue yeh zaru:ri he kl Is ba:r sai:ũkt mōrca: ko pũ:rv bahumat ke sa:th duba:ra: satta: sōpē. yeh satra: mahi:ne sai:ũkt mōrca: sarka:r ne pa:rdarshi sha:san ki ek behtari:n misa:l Qa:em ki he, koi: bhi Is par kIsi tarah ke ghaple ya: ghoTa:le ka: a:rop nahīŃ laga: sakta: keval satrah mahi:ne ki avdhi me mōrca: sarka:r ne anek uplabdhIyā: ha:sll kī hē, sai:ũkt mōrca: jab satta: me a:ya: Us vaQt dēsh par samparda:Ikta: o:r flrQa:parasti ke ghanghōr ba:dal manDla: rahe the. janta: mandlr masjId ke vlva:d me uljhi hu:i thi, sai:ũkt mōrca: ne desh ke kalpnE:tlk ajenDō ko badal dIya:. mandlr masjId ke baja:e a:rthIk sama:jik muddō par carca: dēsh ki ra:jnIti ka: kendr blndu ban gayi ham ca:hate hē kl Is cuna:v me bhi a:p vE:ktIva:d se upar uTHkar, a:rthIk sama:jik muddō ko dhIya:n me rakh kar nlrnE: dē. sai:ũkt mōrca: sarka:r ne sandeh dhā:ce ko baha:l kIya:, Is updeshe ke lIye antar parlshad Istha:pna: ki: Jiski guzashta: sarka:rō ne ja:n bu:jh kar andekhi ki thi, jisne safalta: pUrvak kashmi:r me cuna:v karva:e, jiske zarIye ek lokplrlIye sarka:r ka: gaTHan hua:, sai:ũkt mōrca: sarka:r ne mandlr samiti upekshIt uttar pu:rvi ra:jeyō ke vlka:s ke lIye vlshesh

dhIya:n dIa:, jIs me sha:nti o:r sa:ma:nnIyē jivan baha:l  
karne ke lIye vahā: ke vldrohi grupō ke sa:th ba:t ci:t  
shru ki, a:rakshān ke ba:vaju:d, sahi ma:nō me o:sat ke  
sama:n lakshye ko pa:ne me anusu:clt ja:tIyō o:r janja:tIyō  
ke hIrdō ko abhi bhi ek lamba: safar tE: karna: he. Is  
dIsha: me sai:ūkt mōrca: ne THōs Qadam uTHa:e hē  
maslan anusu:clt ja:tIō o:r jan ja:tiō ka: vIka:s a:rthIk  
stha:pna:, janja:tIō ke bi:c bhuk mari se hone va:li  
upyogna janja:ti ke baccō ke lIye sku:l ki stha:pna:, o:r  
Insa:ksharta: va:le Ila:Qō me anusu:clt ja:tIō ke jantuō ke  
lIye vIshesh surakshIt vIka:s ka:rekaram pHē:la:na:. sai:ūkt  
mōrca: sarkar ne Ta:Da: antargat logō ke kesez par pū:rn  
vIca:r karke beguna:h logō ko coR dIya:. pā:c haza:r ke  
baja:e ab E:se bandIyō ki sānkhIya keval tera: so: he.  
Ta:Da: ma:mle ki sānkhIya: tera: haza:r ek so: pēta:lls se  
ghaT kar a:T haza:r ek so: co:ranve rah gai he. jahā: tak  
alpsankheyakō ke lIye shIksha: rōzga:r o:r annye avsarō  
ēvam anek adhIka:rō ki raksha: ka: sava:l he, sai:ūkt  
mōrca: sarka:r dua:ra: unkellye vIshesh paddatIye avedan  
kIye gae o:r baRe Qadam UTHa:e gae, sai:ūkt mōrca:  
sarka:r ne kIsa:nō par vIshesh dhIya:n dIya:, unhē pahli  
ba:r apne vasu:li Qi:matō me rIko:rD baRhotri mlli, unhē

kreDIT ka:rD dIye gae o:r unhē pu:rvottar zllō me asan  
bi:ma: yojna: la:gu ki gai: o:r lse parya:pt jls ki kaTo:ti  
ka: parya:s plchli sarka:rō ne kIya: tha: Us prakritIk  
dukhRō ke mō:Qō par kIsa:nō ko bharpur madad pōhcha:i  
gai.

jE: hInd

### **United Front C.P.I.**

Within (18) months you are put to face one more general election. The tactic through which the Congress made the UF Govt. fall and the B.J.P. attempted to capture power individually. Now, in view of these situations it seems necessary to hand over power to UF with full majority. During these (7) months the UF Government set up a good example of forming a Government of farsightedness and no group or body could allege it of irregularities or corruption. During a short span of (17) months UF achieved a number of successes. When UF came to power, the danger of communal or sectorial mania was looming large over the country. General public was entangled in the dispute of Mandir and Masjid. UF Changed the ideal agenda of the country consequently instead of Mandir and



Masjid social and economical policies became the central point of all political circles of the entire country. We want that in this general election also, keeping in view the economical and social problems, you will reach a decision right above the personal mania. UF Government restored federal set-up in the country. For this purpose it constituted a committee comprising of the representatives from all states which was never seen by the previous governments and the same committee conducted successful elections in Kashmir by which a Government acceptable to the people could be formed. As a proof of its secular character UF set aside the committees consisting of representatives of the country and concentrated on the welfare of North-Eastern states. To bring peace and restore normalcy in those states UF started discussions with the leaders of different fighting groups. Despite reservations the task of equality and to restore the rights of downtrodden and other castes and tribes could not be accomplished. In true essence still we are to cover a long distance. UF initiated concrete steps in this regard aimed at progress, social and economical upliftment of various communities. To avoid the starvation deaths in several castes and tribes correct usage of food

grains is necessary. Opening of schools for backward classes in illiterate backward areas and special safety programmes are to be launched. With a view to do justice to a number of persons involved in TADA cases the UF Governmet got them released and thus the number of persons arrested in TADA is reduced from 50,000 to 13,000 and the number of TADA cases has come down from 13,145 to 8,194. As far as the education and employment opportunities for minorities and other rights are concerned, UF launched special programmes in this regard and initiated good works. UF Governmet concentrated specially on the problems of farmers and as a result they got record benefits from their products sold at higher rates. Credit cards were issued to them. In the areas of North Eastern districts insurance policies were imposed on them. The compulsory deductions imposed on the profits of their yields were also cancelled by us. During the bad days of natural calamities full co-operation was given to them.

**JAI HIND**

Some of the grammatical features like the use of regressive dependent clauses such as:

**Example:**

1. agar desh ke hala:t yeh rahe to

*"If the condition of the nation is like this"*

agar sarka:rẽ Isi: tarah ġlrtĩ rahi: to...

*"If the Governments tumble like this"*

agar bha:jpa: satta: me a:gai:to.....

*"If Bhajpa comes to power.."*

do help in enchanting the memory value of the persuasive expressions. These incomplete structures help in recalling the dependent clauses. To make a grammatical sense we require complementation by at least one dependent clause. The expectations arising from the first clause are satisfied by the dependent clause. To elaborate this point further we may examine the following examples:

**Clause(1)**

Agar bha:jpa satta: me a:i to desh me a:rthlk sudha:r  
a:ega:

*"If Bjajpa comes in power then there will be progress in economy of the country"*

In this persuasive expression the first clause agar bha:Jpa satta me a:l:to "if Bhajpa comes in power" raises the expectation of the decoder of the message and it is satisfied by the second clause desh me a:rthlk sudha:r a:ega: "there will be progress in economy". One way of understanding expectation and satisfaction is to postulate a mental mechanism of storing anticipatory elements until the units of which they are part can be comprehended retrospectively as a whole. These linguistic experiments are commonly made in the spoken form of language to enhance the memory value of the expression.

The use of filters and temporizers such as well, you see, what I think is, JE:sa kl me keh raha: tha: "as I was telling you", avshakta: ye he kl "the need is that" are very common in the written form of communication. The function of these filters is to play for time, which we don't need in the written form of communication.

The above mentioned features are commonly noticed in the extempore or unscripted form of spoken communication. However the scripted speech appears to be different from unscripted speech in many ways. It is an intermediate between spoken and written form of communication.

The scripted speech does not have all those features which are derived from spontaneity of expressions. But for decoder the limitations of the medium are the same. He cannot refer back to an utterance which has just been uttered. The script writer of the scripted speech finds himself under the influence of written mode of communication.

To summarize the whole discussion, we may remark that the language of communication can be directive or persuasive in order to stimulate thought, provoke questions, entertain change and reinforce attitude and behaviour. When the language of communication is directive or persuasive the objective is to seek or give information to educate and to motivate. This makes the communication interactive where the experiences are

shared and there is an effort to reach mutual understanding by sharing experiences, knowledge and ideas with others. In the language of persuasion the emphasis is on attitude and behavioral change.

**II.D. The Impact of Persuasive Language on Behavioral Change: A psycholinguistic assessment:**

Given the fact that the language of the persuasive communication can be described as highly informative, one is puzzled that little research in persuasive communication has focussed upon the impact of persuasive language on behavioural change.

The primary purpose of this section is to explore the potential link between the language of persuasive communication and behavioural change. The area selected for investigation in this study is the impact of the grammatical organization on behavioural change. This area was chosen because we believe that grammatically organized persuasive messages may help in behavioural change in comparison to those messages which are not properly organized.

In the recent years a number of studies have been donated to understanding emotional reactions to

persuasive communication. Some of these studies reflect a developmental prospective and report research on children's responses to persuasive communication (Cantor and Sparks 1984, Hoffner and Cantor 1985) Although this topic was under study for quite sometime, few studies have examined the impact of grammatical organization on behavioural change. One idea that guides the present investigation is that, grammatical organization in persuasive communication may play a role in behavioural change. Some data collected from informal interviews suggest that a better grammatical organization and linguistic experimentation may be related to a tendency to behavioural change. For example, some of the respondents reported that linguistic experimentation and grammatical organizations do have positive reactions.

Upto this point we have emphasized the role of grammatical organization on behavioural change. We have proposed that grammatically organized messages are more likely to stimulate the consumer than a less grammatically organized message. Keeping this in mind consider the following hypotheses:

- a. There is a direct correspondence between the formal levels represented in the transformational grammar and the mental representations constructed by the language users in comprehension and production.
- b. There is a direct correspondence between the transformational rules and the mental steps carried out by the language users to encode or decode sentences, which was tested in the present study. This study was specifically designed to address the issue of grammatical organization and linguistic experimentations. It also addresses the issue of its impact on viewers, listeners and readers.

### **II.D.1. Method**

#### **a. Sample:**

Data was collected through personal interviews from a systematic sample of 100 students enrolled at Aligarh Muslim University, Aligarh, during February and March, 1997. The complete interviews resulted in the following samples:

40% males and 53% females ranging in age from 15 to 28 years. 46.7% were 20 years old or less and 53.1%



were over 20 years old. As regards education 46.0% were postgraduate students while the rest were undergraduate

**b. Equipment:**

The recorded persuasive messages were played on V.C.R. The programme was viewed on colour monitor.

**c. Procedure:**

Initial phase of the study called for participants to complete a preliminary questionnaire. This questionnaire was designed to collect data pertinent to our hypothesis. In addition to a number of irrelevant items that asked about how frequently the respondents engaged in a variety of activities during a month, each respondent was encouraged to indicate the persuasive messages that influenced them most. Following their identification of such persuasive messages respondents indicated the extent to which they agreed or disagreed with the argumentation in such messages. These items served as a measure of the impact of persuasive language on behavioural change. Following completion of the questionnaire participants reported to viewing corner at their assigned time upon arriving at the viewing corner, the participants were instructed not to interact during the

viewing session. Respondents were instructed to relax and enjoy the persuasive messages and the commercials that they were about to see. During each viewing session respondents watched one of two different video tapes that had been randomly assigned to the various viewing sessions. The recorded persuasive message focussed on the grammatical complexities of the message. Following the video respondents were requested to respond to some of the questions contained in the questionnaire. The first portion of the questionnaire asked about the various commercials that had appeared in the video cassette. These questions were designed to elicit the reaction of respondents. Following these questions respondents responded to five different items by indicating the extent to which they agreed or disagreed with various persuasive statements, they also indicated the effects of transformational complexities on sentence processing. Assuming that the storage capacity of human mind is limited a structurally simple sentence will require a small space while a complex sentence requires a larger memory space. The questions were designed to test the effects of the transformational complexities. In the last item of the

questionnaire the respondents were requested to provide their best guess as to the purpose of the study.

**d. Measures:**

The derivational theory of complexity was used to operationalise the impact of persuasive language on human behaviour. The derivational theory of complexity can be treated as a hypothesis which states that during language processing the number and complexity of mental operations performed by the speaker or hearer is a function of the number and complexity of formal transformations represented in the grammatical derivation of that sentence. In short the more complex the formal derivation of the sentence , the more difficult it is for the speaker to produce and comprehend. Since the derivational theory of complexity maintains that syntax is at the heart of comprehension and production, syntactic complexities were tested in the present study.

Exploiting the syntactic complexities Savin and Perchonock devised an experiment to test the effects of the transformational complexity on sentence processing. The required subjects to recall both a sentence and a set

of unrelated words successfully recalled was the measure of the storage requirement for that particular sentence. The test sentences in SAAD (Simple, active, affirmative and declarative) were transformed into passive, negative and so on. The experiments assume that PN i.e. passive + negative is more complex than either passive or negative alone and PNQ (passive+negative+question) in turn more complex than either PN (passive negative) PQ (passive question) alone. Further assumed that content of the sentence change in forms. As predicted the number of unrelated words recalled reflected structural complexity. The more complex transformations required the more complex psychological processing.

In testing language Savin and Perchunock found that the negative transformation took up more space than the passive.

In the present study the DTC (derivational theory of complexity) experiment model was used to determine the hypothesis.

**e. The Stimuli consist of four types of pairs with four replications of each type Type-I: Adjective/**

## Relative Clause

In this type such persuasive expressions were grouped in which one member of the pair contained noun phrase with a prenominal adjective while the other member contained a relative clause with an adjective

### Examples:

I (a).

ma:rg darshi cITfanD lImiTeD ke sa:th pla:n  
bana:kar

*"By making plan with Margadarsi Chitfund"*

a:pko pursuku:n zIndagi mllti he

*"You will get peaceful life"*

a:ndhra: pradesh ki sabse azi:m cITfanD kampani  
margadarshi cITfanD lImiTeD

*"The greatest chitfund company of Andhra Pradesh, 'Margdarsi Chitfund Limited'"*

I (b).

jab a:p margdarshi ke sa:th pla:n bana:te hẽ  
to

*"If you make a plan with Margadarsi"*

a:pki zIndagi us vaqt o:r bhi pursuku:n hoja:ti he

*"At that time your life will become more peaceful"*

a:ndhra: pradesh ki sabse azi:m cITfanD kampani  
margdarshi cITfanD lImITeD

*"The greatest chitfund company of Andhra Pradesh  
Margadarsi Chitfund Limited"*

### **Type II: Passive/Active Pairs**

One member of this pair is a passive sentence while the other is active. In transformational generative grammar passive form is derived from the active by the passive transformation.

#### **Example:**

II(a).

IsTa:r

*"Star"*

el em el ka: Ik naya: tu:fa:ni sha:hka:r

*"A new innovation of LML"*

II(b).

el em el ke dua:ra: pesh he ek naya: tu:fa:ni sha:hka:r

*"LML presents a new stormy innovation"*

IsTa:r

*"Star"*

### **Type-III: Extraposed/Non-Extraposed Pairs**

In this type one member has a sentential subject

which remains in the subject position while other has the sentential subject moved to the end of sentence. In transformational generative grammar, this movement is accounted for by a rule of extraposition.

**Example:**

III (a) .

ru:bi saksena: ko sE:kRõ pratlyoglyõ me ca:rmls  
kuln ghoshlt kIya: gaya: he

*"Ruby Saxena is adjudged Charmis queen among  
hundreds of competitors"*

ka:ran! ca:rmls kri:m

*"Cause! Charmis Cream"*

ca:rmls lskin naurishng kri:m vld vltamln-i

*"Charmis skin nourshing cream with vitamin-E"*

III (B).

ca:rmls lskin kri:m ke lstema:l se

*"By using charmis skin cream"*

za:hlr tha: kl sE:kRõ pratlyoglyõ me se

*"It was evident that among hundreds of competitors"*

ru:bi saksena ko ca:rmls kuln ghoshIt klya:

*"Ruby Saxena was declared Charmis queen"*

ca:rmls lskIn naurIshIng kri:m vId vItamIn-i

*"Charmis skin nourishing cream with vitamin-E"*

**Type-IV: Truncated Passive/Full Passive**

**Pair:**

In this type one member of a pair is a full passive while the other member is a truncated passive which is derived from the full passive by a rule of agent deletion.

IV(a)

bo:nDeD leD ec bi pensll ki gahri ka:li tez  
nok ki llkha:i Ticar ne pasand ki

*"The teacher appreciated the dark writing of  
sharp edged bonded lead H.B. pencil"*

apsara: nlu-Ti bo:nDeD led ec bi pensll

*"Apsara new-Ti bonded lead H.B. pensil"*

IV(b)

bo:nDeD led ec bi pensll ki gahri ka:li tez  
nok va:li llkha:i pasand ki gai

*"The dark writing of sharp edged bond lead's pencil was  
appreciated by teacher"*



apsara: nlu-Ti bo:nDeD led ec bi pensll

*"Apsara new-Ti bonded lead H.B. pencil"*

**f. Experiment:**

These pairs of persuasive messages were recorded on V.C.R. and were shown to the respondents. The respondents were asked to decide which member of the pair was more natural and easier to comprehend. They were further asked to indicate their choice by circling the letter A or B in the answersheet they were further asked to estimate how far apart the two sentences are in naturalness. For each statement respondents indicated the extent of their estimate on a five point scale.

5. Very far apart in naturalness
4. Far apart in naturalness
3. Midway in naturalness
2. Close in naturalness
1. Very close in naturalness

For each statement respondents indicated their judgement on a five points scale.

**g. Result:**

The first hypothesis of this experiment predicted that there is a direct correspondence between the formal levels represented in the transformational grammar and the mental representations constructed by the language users in comprehension and production. In other words, it states that during language processing the number and complexity of mental operations performed by the speaker or hearer is a function of the number and complexity of formal transformation represented of the grammatical derivation of that sentence. In short the more complex the formal derivation of a sentence is the more difficult it is for the speaker to produce or comprehend. To test this hypothesis respondents preferences were elicited. The result of this analysis shows a significant positive correlation between simplicity of expression and comprehension. 78.8% respondents opted for simple grammatical expression. A negligible 21.2% respondents were in favour of grammatically complex expressions. A clear-cut favourable response towards simple grammatical expressions show its correlation with a comprehension process. According to the DTC the SAAD sentences

should be the least complex of the set to produce or comprehend since no major transformations have applied its formal derivations. The derivational sentences are most difficult to produce and comprehend since it is transformationally the most complex having undergone different transformations in the course of its formal derivations. As clear-cut preference given by 78.8% respondents attest the hypothesis:

**Table: 2.1 Result of DTC Preferences for  
SAAD Sentences**

	<b>No</b>	<b>%</b>
SAAD Sentences	78	78.8
Derivated Sentence	22	21.2
	<b>100</b>	<b>100</b>

The second hypothesis claimed that there is a direct correspondence between the transformation rules and the mental steps carried out by the language users to encode or decode sentences was tested in the present study. This hypothesis is also attested by the present experiment. The impact of grammatical complexity was measured on five-

points scale. In this test pairs of sentences were shown to the respondents and their task was to measure the distance from naturalness. The result of this experiment indicated that gramatically complex sentences were generally measured on 4 and 5. The result of this experiment can be shown in tabular form.

Table - 2.2

## Result

	I		II		III		IV	
	(a)	(b)	(a)	(b)	(a)	(b)	(a)	(b)
5								
4		*				*		
3				*				*
2					*			
1	*		*				*	

### c. Discussion:

As hypothesized the result of the present experiment indicated that sentences were remembered or comprehended in terms of their

underlined structures plus some specification of operations required for generation of surface forms. The more complex transformations required more complex psychological processing. The length of the sentence has much less influence upon the respondents than did the transformational complexity. This study was designed to investigate the role of grammatical complexity. Evidence in the simplicity of expressions emerged from the experiment. Hopefully future studies may be able to increase our understanding of how grammatical complexity may effect message comprehension.

### **III.E. Conclusion:**

The above discussion indicates that structurally organized messages produced more comprehension and retention than the unorganized messages. In another words a grammatically structured message may be more effective than an unstructured one. The present study found clear support for the conclusion that comprehension was greater for structurally organized messages. The present study had examined the impact of sructural organization on the process of comprehension and retention because these factors are considered the

antecedent conditions of attitudinal and behavioural formation and change. The result of the present study further observed that subjects in the high comprehensibility condition recalled more arguments about the topic and were persuaded more. The study further indicates that the persuasive impact of organized versus unorganized messages on attitude change is more certain. The grammatically organized messages increase the credibility of persuasive communication.

In conclusion grammatically organized messages seem to result in greater comprehension, and retention of the message, more positive attribution of source credibility, and greater attitudinal and behavioural change.

## CHAPTER-III

### PERSUASIVE COMMUNICATION AT LINGUISTIC PLANE:

#### III. A. Introduction:

This chapter attempts to illustrate how persuasive communication which is realised both verbally and non-verbally can be analysed by using a multi-level approach. Using the terminology introduced by "Hallidayan School of Linguistics" a persuasive communication can be analysed at the following linguistic strata: *phonology*, *lexico-grammar* and *context*. Furthermore an extra-linguistic level of "situation" is also recognised (Halliday and McIntosh 1966). Context is described here by using the categories of field of discourse, mode of discourse, and tenor of discourse.

On the other hand situation is described by using the categories of *purposive role*, *medium relationship* and *addressee relationship*. *Field*, *mode*, and *tenor* choices are linguistic

choices on the context stratum and they are characterized by various registers in a language. If the field, mode and tenor choices are the same in text, the text will portray similarities in grammatical and lexical structures and belong to same register. Inspired by Halliday's example of systematic relationship between language and social semiotic, a group of scholars described human language behaviour as system and structure on all levels of analysis, both linguistic and semiotic (Martin 1985). In this model systemic linguistics text instances are considered to be structures generated by system choices on three semiotic communication planes; *genre*, *register* and *language*. In this model genre is considered on higher semiotic plane than register and register on higher plane than language. In other words genre is realised by register and register is realised by language.

### **III. B. The Plane of Language:**

In Hallidayan model the plane of language



is organised in three separate levels: *discourse*, *lexico-grammar* and *phonology*. When we treat language as social behaviour it is the actual sounds that are organised into meaningful patterns for expressions at the level of phonology.

### **III . B . (I) Phonological plane:**

The phonological units of any language are *phoneme*, *syllable* and *intonation pattern*. These units stand in a hierarchical rank relationship to one another. What creates meaning in any language on the phonological stratum is the way in which these units combine into structures. To elaborate it further we may take the example of Hindi/Urdu word *ba:t* "talk". In this word phonemes /b/, /a/ and /t/ are combined to form a syllable which makes meaning. How the phonological units combine into meaningful structures is determined by phonological system choices. The phonological combination of words can further be examined at intonation level. A simple Hindi/Urdu word *nahĩ*: "no" can have

two different meanings if articulated with two different intonation patterns: *nahĩ:* "no" with rising pitch "no with a sense of surprise" *nahĩ:* "no" with falling pitch "imperative no". We have seen here two kinds of phonological meanings realised as structure in our verbal behaviour.

### **III.B(ii) Lexico-grammatical plane:**

At lexico-grammatical level, grammatical structures can be categorised into three types:

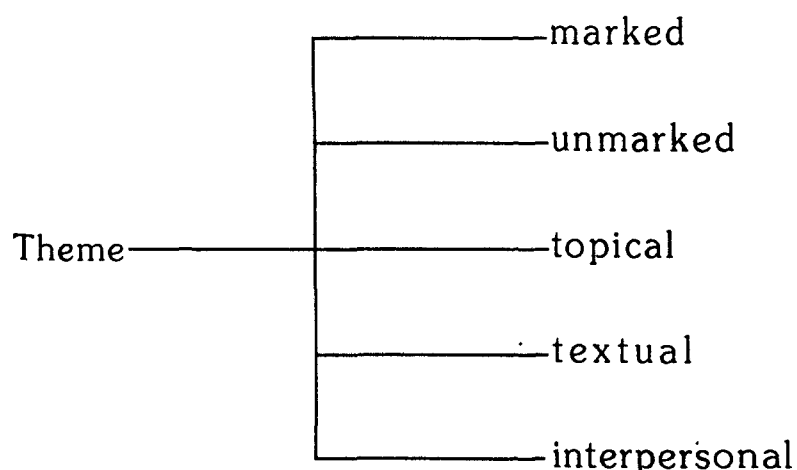
1. The structure of representation
2. The structure of interaction
3. The structure of message.

In Hallidayan framework the representational structure indicates what type of process has been selected to realise the meaning of the clause and what is the participant's role which is associated with that choice.

The interactional structure indicates the mood of the clause. Halliday is of the view that the function of the subject is to show, in whom, the success, failure of the

proposition is invested. The proposition is expressed by the element residue which consists of a predicator and complement.

The message structure indicates what the theme of grammatical utterance is. The theme is the element, which shows the point of departure of the message (Halliday 1985). The theme choice is made from the theme selections.



### III.B(iii) Discourse Plane:

Grammatical utterances do not occur in isolation. Other grammatical sentences keep company with them which gives a sense of discourse. It helps in opening up the meaning of the message. Meaning at discourse plane is generated by the following discourse system: *reference, lexical cohesion, conversational structure, and*

*conjunction* (Halliday and Hasan 1976, Martin 1983, Berry 1981).

At discourse plane dependency structures (Martin 1983) are generated. The term dependency structure gives the sense that there are no units ready-made. In other words one unit is linked to another unit and, therefore, the meaning of one item is interpreted by its relationship to the previous item. In discourse the system of reference keeps track of participants in a text by generating dependency structures. The reference changes are generated by selections from the system network which represents how participants are tracked down.

The lexical cohesion in discourse system tracked down things, events or qualities in text, for example, a news caption after Pakistan National assembly elections claims:

*Imran Khan out on duck*

In this Imran Khan and duck are related to one another only because he could not win even a single seat in Pakistan's assembly elections and it also reflects his relationship

to cricket. The generated lexical cohesion structures play a role in this discourse. Sometimes system of conversational structure gives additional meaning to the text.

### **III.C. Discourse Process and Persuasion:**

Since the propositional development of discourse can be traced through its cohesive agents and its illocutionary development through coherence, the exact nature of a particular discourse can be described by analysing the relationship between propositions and illocutionary acts. As discussed in the earlier sections, the identification and classification of cohesive agents and their functions are relatively simple because of the fact that they are characterised by cohesive ties with strictly formal properties characterize them. The tracing of the lines of illocutionary development considerably does not have explicit makers and because even the context does not always indicate the persuasive value of utterances.

Another most important point is that the communicator has to assume the decoder's knowledge of

the conversions of the particular discourse in which they become the participants. That is to say the communicator has to make assumptions about the capacity of the encoder in two ways:

1. General interpretive strategies of making sense out of language use.
2. Knowledge of convention associated with the kind of discourse in which he involves the encoder.

In this sense the correct coding of communication depends on *interpretation* in which conventional knowledge of a word is involved. The observation made here further indicates that meanings are not contained in a text but are derived from the discourse that is created from it. In this situation limitation of knowledge does not give the meaning in its full sense.

These and other conditions, which determine the successfulness of illocutionary acts, play a pivotal role in persuasive communication. The discussion carried out in the earlier section of this chapter indicates that meaning of a message is

governed by a large number of factors which together determine the exact degree of recognizability in communication.

The main concern of this section is an examination of the development of persuasive communication. In other words it will identify the discourse process and their hierarchical relationships.

Among the kinds of persuasive communication the common man is exposed to political speeches which have one of the most intricately organised argumentation system. The complexity of political discourse is the result of many contributory factors which together determine the political discourse, for example, a knowledge of the linguistic rules of the language used and of the convention of the discourse on the part of both the encoder and the decoder who are involved in communication is strongly presumed. If this is imperfect the exact meaning of communication would be distorted. Some other extra-linguistic factors may also play a decisive role in persuasive communication. These linguistic and extra-linguistic factors are:

1. The encoder's over estimation or underestimation of the decoder's background knowledge of the political subject under discussion (e.g., bofors, economic policy, inflation, corruption, and communalism).
2. The decoder's knowledge and his interest in the subject.
3. His or her attitude to the style of discourse.
4. His or her receptivity.
5. The social class, the decoder belongs to.
6. His or her political ideology
7. His or her prior bias in favour or against the problem discussed.
8. The decoder's ability to grasp the problem and his or her mental readiness.

The considerations of the factors listed above, condition the decoder's level of receptivity. As a result the degree of persuasiveness of the political speech inevitably leads one to the realization that any measurement to the correlation between the language of political speech and their effectiveness as



persuasive communication which does not take these factors into account would be only partially valid. A study, which covers all this, will have extensive sociological and psychological survey. However in this section we will confine ourselves to describe the communicative strategies of political discourse and the persuasive effects of these political speeches.

### **III.C(I). Persuasive Effect of the Political Discourse:**

In the Hallidayan model discourses are examined in three types of relationships between pairs of acts. Here relationships are *consequence*, *qualification* and *exemplification*. In a larger discourse units there may be a four act sequence, this may be shown through a formula like presentation:

Generalization + clarification + elaboration +  
exemplification = persuasive communication.

The four-act sequence cannot be presented as a linear sequence of acts of equal status. A close look at this relationship may show that the link between generalization and elaboration represent the main propositional development whereas

clarification and exemplification play only supporting roles.

Before examining the progression line of the persuasive communication, it would not be out of place to mention some of its remarkable features, which contribute to its uniqueness. A political speech is a spoken discourse of a persuasive nature. It has a limited length and a very close relation both to current affairs and to public opinions. It attempts to handle many subjects at a time of general interest. It necessitates extremely compact and condense organization of the matter and this has a great impact on the development of the discourse.

Another important feature of political discourse is the fact that it seldom appears to be objective and natural. The subjective likings and dislikings of the political personalities do get reflected in the political discourse. It serves the following two basic functions:

1. It refers to political, economic and administrative facts

2. It comments on different political, economic and administrative issues.

An analysis of these facts reveals that political, economic and administrative facts are commonly state news in the sense that they have already been reported in newspapers, journals, periodicals and political speeches of other political leaders. In this situation it is the comment of the political leader which occupies a prestigious position. These comments of political speeches *can insight action inspire deeds and provoke revolution*. A political speech is therefore a very powerful form of persuasive communication, which can change the behaviour of another individual, a group of individuals through the transmission of certain political messages. The powerful effect, which it generates, makes it a very important type of persuasive communication. Whatever effect it may create in shaping the individual's attitude, it cannot be doubted that political speech is always an attempt to bring the decoder near to the point of view expressed by the political leader. It would be therefore more rewarding to consider these political speeches from the point of view of political leaders.

Political speeches are aggressively persuasive like advertising and, therefore, they attempt to persuade through the employment of rhetorical devices. It is different from advertising in the sense that it does not rely heavily on persuasive strategies like linguistic manipulation. It merely employs certain techniques in the organization of arguments and in their development. The cumulative aim of these strategies is to persuade the decoder (audience) to the speaker's way of thinking. It exhibits highly developed technique controlling the focus of attention and upholding interest and effectiveness. An in-depth analysis of political speeches will reveal the nature of the illocutionary acts which build up the discourse organization.

The following speeches delivered during the 1998 general election may attest our observation:

*Ko:ngres ma:dhav ra:o sIndhIya*

*"mere desh ke ma:nIye buzurgõ, prIye bha:Iyõ  
o:r behnõ, a:p shi:ghrI hI lõk sabha ke Ilye apne  
pratInIdhI cunne Ja: rahe hẽ. JIsse bha:rat me  
nayI sarka:r ban sake, ek taraf sai:ũkt mõrca  
ka co:da dalõ ka gaTJoR he, du:srI taraf  
ko:ngres Is me se ceyan a:pka. cuna:v me  
ko:ngres hI va:stavIk ra:shTrIye dal he. Ise apna*

akhlI bha:rtI carlTr o:r dēsh bhar me phE:le  
 ka:rlkartō kI pahō:c sa:blt karne ke lIye kIsI  
 ausar va:dl gaTbandhan kI zaru:rat nahī na ham  
 sattah pa:ne ke lIye apnI vlca:r dha:ra se  
 samJho:ta karēge, ko:ngres slrf ra:JnlItk pa:rTI  
 hI nahī ek savtantrata a:ndolan bhl rahI he.  
 ra:JnlItk a:za:dl me a:rthIk a:za:dl JoRne ke  
 lIye hame phlr se usl a:ndolan kI bha:vna ko  
 Jaga:na zaru:rl he. slrf ko:ngres hI Is dēsh kI  
 vlvlstha:ō ko darshatI he. vlblIn samudae ja:tI  
 dharm, bha:sha o:r shētr ke lōg mllkar bha:rat  
 ko ek ra:shTr bana:te hē, yeh keval ko:ngres hI  
 he Jo vlsheshta:ō me ekta kI ra:shTrI sanskrItI  
 ko matlImblk kartI he. Sirf ko:ngres me har  
 bha:rtIye ko barabar a:dar ka astha:n he.  
 ko:ngres ka anda:z Takra:v ka nahī sehmatI ka  
 he. ko:ngres ka nazarya bahes ka he baTvare  
 ka nahī ko:ngres ka tari:Qa upyōg ka he  
 sangharsh ka nahī. vlblIdhta hamarl pecha:n he  
 par veh hamē ba:Tē klū sa:re GHE:r kO:ngresI  
 dal yahl kar rahe he, kuch ja:tIyō kI bha:vna  
 ubha:r rahe hē, kuch sa:mparda:ek tana:v kI  
 cInga:rl ko hava de rahe hē padda:m svaru:p ek  
 hIndusta:nI a:j du:sre ke KHlla:f khaRa: he.  
 hamē bha:rat ko jōRna he tōRna nahī, ham  
 sabko sa:th lekar sama:jl k nIya:e o:r a:rthIk  
 Istha:n ka safar tēzI se tE karna he. bha:rat kI  
 KHa:slyat uske sa:mne kI Ikcha o:r Qa:bllyat he,  
 yahl ko:ngres kI mu:l ta:Qat he. jo bha:rat  
 dharm nIrpēksh nahī he, veh bha:rat nahī he  
 veh bha:rat jo vlvlkta ka KHayal nahī he tarraqI  
 nahī karega. bana:vTI ek ru:pta thōpl gayI to  
 bha:rat bacega nahī. bha:rat kI sabheyta pā:c  
 haza:r varsh pura:nI he, hama:re parjatantr kI  
 a:yu abhl keval paca:s varsh he. 15 agast 1947

ko ek naē bha:rat ka Janam hua. Isme sa:nskr:tlk o:r a:rthlk ru:p se sarvtha ek rahe bha:rtlyō ko ra:jnltlk ekta ke su:tarba:n ne o:r sanjone ka anōkha paryōg klyā. bha:rat ek kai: cuno:tlyō ko jhēl cuka he. sansadIye lōk tantr o:r sanvedanshi:l sanghIye pandnall ke pa:rTI ko:ngres kl samarpatInishta ne Is ra:shtr ko E:se samE: ek rakha he Jab kl sansa:r bharke kai: bha:oja:tlyō sama:jō me vIbha:jan ka do:r he. bha:rat ek hI samE: ek o:r anēk he, anēkta kl Is ekta ko baca:na he o:r mazbu:t karna he. hame Is anēkta ko pehca:nna he, sāva:rna o:r abhlyukt karna hoga, apne ItIhā:s o:r mu:l carItr anubhav ke ka:rāN keval ko:ngres hI In ba:ri:klyō ko samajhtI he o:r Inse ju:jne kl shamta rakhtI he. ko:ngres jan jan ko a:rthlk vlka:s ke pratI pu:rl tarah samarptI he. hame vIshva:s he kl a:rthlk vlka:s pargatI ke blna varshō pura:nI GHari:bl, berōzga:rl, nIra:ksharta: kl samassIya:ō ka kol samadhan nahl. sama:jlk parlvartan ke abhIya:n me hama:rl prathmIkta dalItō, a:dIva:slyō, mahIla:ō o:r alpsankhyak ke sa:th sama:j ke har varg kl taraQQi he. ko:ngres bha:rat o:r uske har nIva:sI ko garv o:r go:rau ke sa:th Ikki:svī: sadl me leja:ne ko vacanbad he. hamare yuva hamarl a:sha hē, ham dēsh ke no:java:nō ko nayl cuno:tI o:r ummi:d dete hē. a:Iye naē bha:rat bana:ne me hamarl madad klIye, jo bhukmarI o:r abha:v se mukt ho, jahā: nIa:e o:r bara:barI ho, jo apne na:grIkō kl zaru:rte pu:rl kar sake o:r jahā: sabko sama:n avsar pra:pt ho mltr mltr se agar kol pu:ce ko:ngres hI kyō, to mera uttar hoga.

*Pu:re bha:rat se hama:ra: na:ta: he hame  
sark:r cala:na: a:ta: he.*

*jE: hInd*

## **CONGRESS: MADHAV RAO SINDHYA**

Our respected people, dear brothers and sisters! Very soon you are going to elect members for Lok Sabha to form a new government in India. On one hand there is united front consisting of (14) groups as well as B.J.. of (11) groups and on the other is congress. Among these Congress party is the real national party which is not in need of alliance with any other party to prove its national identity and first party capable to do the work. With an aim to grab power we shall not compromise with our policies. Congress is not only a political party but a party that took part in freedom struggle. It is necessary to reactivate the same spirit of this struggle to correlate the political freedom with economical freedom. Only Congress can control the administrative setup of the country. People of different groups, castes, religions, languages and regions make

India a country or a nation. This is only Congress which proves its unique national and civilian character in all forms of administrative setups. It is only Congress which gave the Indians the ideal of equal rights for all but not of the division or confrontation. Our identity lies in diversity. But some groups indulge in flaring the caste feelings, airing the views of communal tension, as a result every such kinds of views are damaging the interests of the nation but our duty is to unite India and not to divide it. We are to accomplish the task of social and economic justice for all. It is India's characteristic, desire as well as it has capability to do so. This is the crux of the strength for Congress. If India is not a secular country then it will not progress. India's culture is 5000 years old and the age of our democracy is only fifty years. On 15th August, 1947 a new India came into existence. Its social and economic characters have been united together. Indians have a good experience to maintain political unity by serving as units of a chain. India has confronted so many challenges. The dedicated honesty of Congress safeguarded parliamentary democracy of the country in a critical situation when various ethnic groups all over the



world are struggling for secession. India is now facing one more challenge of avoiding disintegration and transform it into integrity and strengthen it further. We have to identify these disintegral forces and correct or remove them. In the light of its valuable character and experience only Congress perceives these delicacies and has the power to fight against them. Congress is dedicated to achieve the task of individual progress of the people of all communities. We believe that without economic progress the years old problems of poverty, unemployment and illiteracy can not be solved. The progress and prosperity of all communities as well as down-trodden, women and other minorities lies in a social change. Congress is committed to escort every citizen into 21st century with pride. Our youth are our hope and we want to give our youth new challenges and new hopes.

Come on! Help us to mould India into a modern India that will be free from hunger and other needs where justice and equality prevails everywhere along with equal opportunities for all.

If a friend asks a friend, why only Congress for this purpose, my reply will be--"We have approach

to all parts of India and we can form a suitable government".

jai hind

**ko:ngres sonla ga:ndhl**

"mere kunbe ne Is mulk ki KHIdmat ki o:r meri zindagi ka saha:ra bhi apne vatan par Qurba:n hogaya:, yeh sadma: mE: ne a:p ki mohabbat ke saha:re barda:sht kIya o:r ek arse tak KHa:mōsh zindagi guza:ri. lekIn jab yeh dekha: ke flrQa:parast Qu:vātē Is mulk ko tabah karne par a:ma:da: hē. za:t blra:dri ki tafri:Q ka: zaher pu:re mulk mē phE:lnē laga: he. o:rtō par zulm-o-zIya:dati, gunda:gardi o:r badunva:nIā: uru:j pa:ne lagī:, jIs Qō:mi Ittlha:d ke lIye meri sa:s o:r mere sho:har ne apni ja:nē Qurba:n kī. mulk ki Is su:rate ha:l ne mujhe majbu:r kar dIya: jo mE: a:j mēraTH ke ava:m ke darmIya:n apne beTe ra:hul ko lekar a:i hū: o:r api:l karti hū: a:ne va:le 16 farvari ke cuna:v me ko:ngres pa:rTi ke ummi:dva:r ke lIye panje par mohar laga:kar ka:mya:b bana:ē kyō ke ko:ngres pa:rTi hi mustehkam sarka:r de sakti he. ek taraf vo lōg hē jo mulk ko toRna: ca:hate hē o:r kuch lIaQa:i pa:rTlā: za:t blra:dri ke na:m par sIya:sat karke Is mulk ke Qō:mi Itteha:d ko KHatam karne me lagi hui hē o:r du:sri janib vo ko:ngres pa:rTi he jis ne Is mulk ki yakjehti ko hamesha: Qa:em rakhne ki koshIsh ki. ab fE:sla: a:p ke ha:th me he ke a:p mulk ka nIza:m kIs ke ha:thō me dete hē, jE: hind".

**CONGRESS: SONIA GANDHI - (MEERUT)**

My family served this country and the main support of my life also sacrificed his life for the sake of our country. I endured this shock with the help of your affection and love and spent a silent life for a long period. But when I observed that communal and divisive forces are bent on destroying this country, the poison of religious and caste feelings began to spread throughout the country, atrocities on women as well as anti-social activities are on the rise, the Hindu-Muslim unity, for which my mother-in-law and my husband sacrificed their lives, is inflicted by a severe injury, therefore, pressed by these circumstances I am standing today amidst the people of Meerut alongwith my son Rahul. And appeal to elect the Congress Party candidate, on 16th February polling day, by stamping on the symbol of hand, because the Congress party only can give a stable government. On one hand, there is a group which wants to divide the country and some local political parties struck alliance on the grounds of religious and communal feelings that may prove dangerous for the unity of the country and on the other, is the Congress party which spent all efforts to maintain the unity of the country.

Now you are at liberty to decide in whose hands to place the government or power.

jai hind

**ko:ngres: ahmad paTel**

"mujhe Is ba:t ka: garv he ki me ko:ngres pa:rTi ki taraf se a:pse kuch kahne ja:raha: hũ:, jiska: nētrItv panDIIt java:har la:l nehru:, sarda:r paTel, neta:ji subha:sh candra: bōs o:r mo:la:na: aza:d jE:se Qadi:m savtantrta: sena:nIyō ne kIya: tha:, mE: Us pa:rTi ke lIye a:pse samarthan ki api:l kar raha: hũ: jisko dōnō neta:ō sIrImati IndIra: ga:ndhi o:r shri ra:ji:v gandhi ne apne dēsh ke lIye apni ja:n Qurba:n kardi, us pa:rTi ki ba:t a:pse kar raha: hũ: jisne apne cauva:lls sa:l ke sha:san me dēsh ko noi:stha:i o:r du:rdarshi sarka:rē dī:, me Us pa:rTi ke paksh me uttar de raha: hũ: jIse a:za:di ke ba:d anek kshētrō me a:tm nIrbhar bana:ya: o:r ham dunIya ke sa:mne sar uTHa: kar khaRe ho sake, me us pa:rTi ki vaka:lat kar raha hũ: jisne dēsh ko uddIyogIk a:dha:r dIya:, o:r pa:nchvarti yojna:ō tatha: anney ka:rIyekarmō ke zarIye bha:rat ko vIka:s ke ra:ste par a:ge baRha:ya:, me us pa:rTi ki pE:rvi kar raha: hũ: jo kisi ek varg ek ja:tI, ek dharm, ek bha:sha:, ya: ek kshētr ke lIye ra:jnItI nahi karti, jise bha:rat ke janjan ki cInta: he o:r Is dharti ke Isthar ke lIye samma:n o:r prēm he, me to apni pa:rTi ki taraf se yeh kehna caha:ta: hũ: kI--

unka: jo ka:m he vo ahle sIya:sat ja:nē

mera: pE:GHa:me mohabbat he jahā:tak  
pōhce.

ye ba:tē unlogō ki samajh se baha:r hē jInka:  
suadhi:nta: a:ndolan ki parampara: se koi  
sambandh nahi he, jInka: sama:jl̥k samratha: o:r  
sadbha:vna: me koi vIshva:s nahī he, jo blkhra:o  
o:r nafrat ke THekeda:r hē jInke lIye ra:jnItI slrf  
bha:shān o:r voT hē, jo sama:j ko kaTgarō me  
bā:T bā:T kar dēkhte hē, jInhē sarv, dharm,  
sambha:v se koi matlab nahī he, yeh har cuna:v  
ke samey naya savn bharte hē, jInhē keval satta:  
ca:hIye ca:he veh terah dIn ki klyō na: ho, jIn  
ke pa:s ItIha:s nIti nahī he o:r jInhē apna: asli  
ru:p chupa:ne ke lIye mukho:Te ki zaru:rat he  
unke lIye mE: slrf yahi kahna: ca:hata: hū: kl-

dorangi chōR de ek rang hōja:

ya: to mōm hōja: ya: sang hōja:

ko:ngres ke lIye sattah bha:ggey nahi sa:dhan  
he, ye sa:dhan he dēsh ki ekta: bana:e  
rakhneka:, a:m a:dmi ki zIndagi behtar  
bana:neka:, GHari:b, kamzōr, plchRe  
alpsankhyakō o:r mahi:la:ō ko upar utha:ne ka:,  
no:java:nō ko a:tm vIshva:s se jIvan me a:ge  
baRhne ka:, baccō ko acchi shIksha: o:r sva:sth  
dene ka:, kIsa:nō ko har tarah ki suldha: o:r  
unki upaj ka: ucIt mulIye deneka:, mazdu:rō ke  
hItō ki raksha: karneka:, dēsh ko ek mazbu:t  
parsha:san dene ka: o:r kul mIla:kar naye  
bha:rat ka: naya: ItIha:s bana:ne ka:, jIse ti:n  
varsh ke bhi:tar ham slr ū:ca: karke nai  
shata:bdhi me parvēsh kar sakē. lōg kahte hē  
hamne dēsh par naē cuna:v thōp dIye yeh ba:t

veh bhi kahte hē jo plchle dInō rōz ũ:ci ava:z me bōlte the kl ham naya: cuna:v ca:h̄te hē. In lōgō ne 1990 me sark:r se samarthan klyō va:pas llyā:, ko:ngres ke a:lōchakō ko sa:f Qa:ede se yeh kahna: ca:h̄lye tha: kl ko:ngres ne maddhevatl cuna:v deRh sa:l tak Ta:l dlye varna: pi:chle cuna:v ke kuch haftō ba:d hi maddhevatl cuna:v hogaē hote, yeh sarkar ko:ngres ke saha:re cal rahi thi, uske pardha:nmantri se ham ne ek choTi si ma:ng ki thi jab tak jan a:yog ki jā:c pu:ri nahi hoti jab tak ek pa:rTi ke pratInldhlyō ko sarkar se alag rakhē. klyā: hamē Itna: bhi adhlka:r nahi tha:. KHa:sto:r se jab ko:ngres ke llye apne dlvangat nēta: ke nlrman hattlyā: ka: mudda: ek samvedanshi:l o:r bha:vana:tmak mudda: tha:. kuch lōg satta: na: pa:ne ke Dar se beha:l hē o:r kuch lōg satta: ja:ne se chi:KH rahe hē, Inhē to slrf satta: ca:h̄lye, bhale hi che sa:l me sa:t pardha:nmantri bana:ne paRē, o:r uske ba:d bhi yeh log sthlr sarkar bana:ne ki ba:t kar rahe hē. abtak yeh lōg sthlr sarkar klyō nahi de sake, yeh a:pko sōcna: he. a:KHlr me mera: a:pse nlvedan he kl dēsh ko mazbu:t bana:ne ke llye ko:ngres ko voT dē.

jE: hInd

## CONGRESS: AHMED PATEL

I feel proud because I am going to tell you something on behalf of Congress party and the senior

freedom fighters like Pandit Jawaharlal Nehru, Sardar Patel and Netaji Subhash Chandra Bose have been its leaders. I appeal to you to extend support to this party of which two leaders Smt. Indira Gandhi and Rajiv Gandhi have sacrificed their lives for the sake of this country. I am talking to you about a party which gave 9 stable governments, farsightedness during its 44 years of ruling tenure. I am talking in favour of a party which made the country self-sufficient in various fields and we are able to stand in the world with our heads high. I am representing a party which gave a firm industrial footing for the country and formulated five-year plans and through many other works set the country on the road to progress. I am following a party, which is not a political party of a particular group, religion, caste, language or region but it is a party that thinks about each and every individual of the country and is dedicated to the task of peace and love on this land. The only thing I want to tell about my party is that:

Only politically conscious can understand its capabilities.

My message is love, to be conveyed as far as possible.

These facts are out of cognizance of those who are in no way related to the freedom struggle and those who do not believe in the importance of social harmony and congenial relations. In real sense they have monopoly to spread hatred and politics for them is only speech and vote. They want to divide the country into small units and watch it as spectators.

They are not related to any religion. In every election they stage a new drama and want to grab power by hook or crook unmindful of the period of the government even of shortest period of 13 days. Their party does not possess any historical background. They need a mask to conceal their original face. I want to advise them:

Abstain from double standard and attain original form.

Either be soft like wax or hard like stone.

The government or power is not a fortune for Congress but a means to maintain the unity of India and to ameliorate the living standards of a common man, uplift the poor, downtrodden, minorities and women folk, instill self-confidence in youth,



impart good education and training to youth, provide all possible facilities to farmers enabling them to avail befitting remunerations from their agricultural yields, safeguard the rights of labour community, furnish effective administration to the country and on the whole to rewrite the history of new India so that we would be able to enter into the new century with our heads aloft. People blame us for imposing fresh elections on the nation. Unfortunately such allegations are levelled against us by those only who demanded fresh elections in recent past. Why did they withdraw support from the previous government. Instead of launching attacks on the Congress they would have frankly told that Congress tried to delay the mid-term polls for a period of 18 months, otherwise mid-term polls would have been held immediately few weeks after the previous general elections. This government was running solely with the help of Congress support. We demanded a trivial thing from the then Prime Minister that unless Jain Commission completes its report the ministers of that state should be kept aloof from the Central government. Are we not entitled for such a trivial demand?

Particularly for Congress, the question of brutal assassination of its leader was a very sensitive and emotional problem. Some people are in agonising condition for their failure to grab power and some people are raising hue and cry for having lost the power. They are avaricious of power only. In a short period of six years seven Prime Ministers are made and the same group of people is talking of providing a stable government. It invites your attention as to why they were not able to provide a stable government so far. To conclude my speech I request you to cast your vote in favour of Congress to strengthen the solidarity of the country.

Jai Hind

*sama:jva:di pa:rTi: ra:m saran da:s*

*"jaldi hi ba:rvĩ lōk sabha: ke gaTHan ke liye voT  
dekar lōk tantr ko baha:l karẽge. Is samey  
hama:ra: dēsh tatha: dēsh ka: lōktantr KHatre  
me phasa: hua: he. sa:mpardaylk ta:Qatẽ dēsh  
ko barba:d karne par tuli hui hẽ, o:r lōktantr  
ko sama:pt karna: caha:ti hẽ, jhu:T bolkar,  
afva:hẽ pE:hla: kar dēsh ko TukRõ me bā:Tna:  
ca:hati hẽ. Is cuna:v me ham sabko mIlkar dēsh  
ki ekta: o:r lōktantr ko ka:mya:b rakhna: he.  
a:j uttar pradēsh me klsa:n bahot dukhi hẽ,  
mazdu:r paresha:n hẽ, no:java:n rōzi ke liye  
bhaTak raha: he o:r dēsh ka: alpsankheyak*

samuda:e bhE:bhit he, mahlla:õ ka: upkeran  
 bara:bar ja:ri he, shIksha: ka: bura: ha:l he,  
 karamcha:ri rōz apni mǎ:gõ ko lekar cilla: rahe  
 hē, vIddhya:rtIyõ par fi:s kai guna baRha:i ja:  
 rahi he, naqal adhyadēsh ki talva:r vIddha:rtIyõ  
 ke sar laTka:i ja: rahi he, pardēsh ke  
 vya:pa:rIyõ par pra:ci:n dha:ra: la:gu kardi gayi  
 he o:r dēsh ka: vIka:s THap kardIya: gaya: he,  
 pradēsh me lu:T khasoT ka: ra:j cal raha: he,  
 ma:fiā: logõ ke ha:th me sha:san chala: gaya:  
 he. sa:Ins ki uevastha: KHatre me paR gayi he,  
 ra:jdha:ni me roza:na: ca:r' pā:c hattIya:ē  
 hoja:na a:m hogayi he. sama:j va:di par:rTi  
 ga:ndhi, lohIya: ke parka:sh o:r co:dhri caran  
 singh ke sIddha:ntõ se bani he. sri mula:em  
 sIngh ya:dav ek sIddha:nt va:dl nēta: hē, IslIye  
 mera: a:pse nlvedan he In bura:Iyõ se  
 chuTka:ra: pa:ne ke lIye a:pko dharm nlrpeksh  
 ta:Qatõ ko samarthan dena: ca:hIye. pa:rTi ke  
 nēta: sri: mula:em sIngh ya:dav ek E:se vE:kti  
 hē jo sama:j va:di sIddha:ntõ ki raksha: ke lIye  
 sa:mparda:yak ta:Qatõ se mōrca: le rahe hē.  
 sama:j va:di pa:rTi ke ha:thõ me jab ta:Qat a:egi  
 to kisa:n ko us ki upaj ki pu:ri la:bhda:yak  
 Qi:mat mIlegi, a:lu, ganna:, dha:n, udpa:dan ke  
 da:mõ ki lu:T band hogi o:r da:m baRhēgē.  
 sama:j vadi pa:rTi vIka:s ke ka:rIyõ ko tezi se  
 baRha:egi, kIsa:n ko aTTHa:ra: ghanTe bljli  
 mIlegi, o:r bljli utpa:dqõ ko bhi ra:hat mIlegi,  
 saRkõ ki vIbhIsa sama:pt hoja:egi, shIksha:  
 kshētr me sudha:r kIya: ja:ega:, tatha: Urdu: ko  
 rōzga:r se jōRa: gaya: he, Urdu: jo apne pardēsh  
 ki bha:sha: he, use sama:pt hone se baca:ya:  
 gaya: he o:r berōzga:rõ ko rōzga:r ki ga:ranTi  
 dija:egi, o:r pardēsh me karamca:rIyõ ki jo

haRta:l cal rahi he unki Uclt ma:gõ ko svika:r  
klya: ja:ega:, shIkshakõ ki mã:gõ ko bhi:  
saharsh sulka:r klya: ja:ega:. sva:sth seva:õ me  
a:i glra:vaT ko du:r klya: ja:ega:. janta: me bha:i  
ca:re ki bha:vna: ka: vlka:s kar alpsankhakõ ko  
bemukt klya: ja:ega:. mltrõ sama:j vadi pa:rTi  
ko vōT de kar dēsh ya pradēsh ke har ausar  
par a:p lōgõ ne jab bhi sarka:r cala:ne ka: ausar  
dlya: to pa:rTi ne sabhi vargõ o:r ja:tlyõ ke bi:c  
sadbha:v Qa:em karne o:r dēsh ki ekta: ko  
mazbu:t bana:ne ka: ka:m klya: he a:ge bhi ham  
dēsh me aman cE:n Qa:em karke vlka:s ki gatI  
baRha:ne o:r loktantr ke sa:th dēsh ki suraksha:  
ki ga:ranTi dēte hē. Iske llye hama:re nēta:  
ma:nlye mula:em slng h ya:dav pratIbadh hē,  
mera: a:pse nlvedan he ki sama:j va:di pa:rTi  
ke sabhi umi:dva:rõ ko sa:Ikll cuna:v clnh par  
mohar laga: kar bha:ri bahumat se jIta:ē. a:pka:  
ra:m saran da:s"

jE: hInd

### **SAMAJWADI PARTY: RAM SARAN DAS**

Very soon you are going to restore democracy by casting your votes for the formation of 12th Lok Sabha. At present our country and democracy are deeply drenched in dangers because communal forces are bent upon destroying the country by baseless allegations and by spreading rumours. In this election we have to make triumph the unity as well as democracy of the country. Today, the farmers are

subjected to a lot of agonies, workers are worried, youths are roaming in search of jobs, the minorities are fear-stricken, atrocities on women are unabated, educational standards are at low ebb, employees are shouting to get their demands settled, capitation fee in educational institutions is increased manifold, the Damocles' sword of copying is hanging on the heads of students, out-dated rules are being imposed on the state businessmen, the process of the country has come to stand-still, the states are in the grip of lawlessness and looting, the power has gone in the hands of Mafia people, government administration is in peril, daily four or five murders in the capital have become order of the day. Samajwadi Party is floated in the light of the principles of Gandhiji, Lohia and Choudhri Charan Singh. Sri Mulayam Singh Yadav is a self-disciplined leader. Therefore, I request you to extend cooperation to secular forces to get rid of all these malicious problems. The head of the Samajwadi Party is a leader who is fighting against the communal forces. When the Samajwadi Party will come to power then the farmers will avail the full benefits of their agricultural yields. The wayward rise in the prices of potato, rice and sugarcane will come to an end and increase in rates will

be curbed. Samajwadi Party will accelerate the developmental works. The farmers will get 18 hour power supply alongwith reconditioning of roads. There will be an overall improvement in the educational field. Urdu language will be linked with employment opportunities. Urdu is the language of our state, therefore, it will be safeguarded not to be out of use. Unemployed will be given assurance for jobs. The legitimate demands of employees on strike in Uttar Pradesh will be accepted. The demands of teachers will also be corrected. Apart from wriggling out the minorities from the sense of fear, communal harmony, brotherhood and progressive works will be encouraged. Whenever you vested the Samajwadi Party with power at state or national level and gave an opportunity to run a government then the party in reply tried for smooth interaction between all communities, maintain communal harmony and strengthen the solidarity of the country. We assure you for accelerating the progressive works in peaceful atmosphere and safeguarding the democracy as well as our country in future. Our honourable leader Sri Mulayam Singh is committed to this goal.

Therefore, I request you to help all our candidates win with large margin of votes by stamping on the election symbol of "Bicycle".

Yours

RAM SHARAN DAS

JAI HIND

bi:jepi: aTal blha:ri: va:jpal

"a:j ham phIr ek ba:r Itlha:s ke co:ra:he par khaRe hẽ. agar kuch dInõ me a:pko us ma:rg ko cunna: he, jis taraf a:p bha:rat ko leja:na: ca:hTe hẽ, a:p ya: to ra:jnItIk a:Isthlrta: o:r ara:jakta: ubaR kha:baR ma:rg ko cun sakte hẽ ya: phIr a:p ra:jnItIk sthlrta: samrIddhi ka: ra:sta: apna: sakte hẽ samanIye parasthlItlyõ me a:p Is samE: nayi lōk sabha: ke Ilye matda:n nahĩ karte. lōk tantr me jab lōg matda:n karte hẽ to vo E:si sarka:r ko la:ne ki a:sha: me matda:n karte hẽ pu:re ka:ryaka:l par sha:san kar sake. yeh aIsthlr sarka:r ke Ilye matda:n nahĩ karte jo apne hi: andar ke asarda:r o:r sIddha:nthi:n satta: sangharsh me paRkar suẽm apne voT se badh hoja:yẽ. 1996 jana:dēsh ke a:dha:r par ham ne ek sarka:r bana:yi, parantu hama:re vlrōdhlyõ ko vo sulka:r nahĩ thi, yeh sabhi dal ek du:sre ke kaTTar vlrōdhi the. unhõ ne ekhaTTa: hokar sai:ũkt mōrca: bana: Ilya:, yeh pratlyek dal ne ko:ngres ka: vlrōdh kIya: tha: lekIn phIr bhi unhõ ne kēndr me satta: hatIya:ne ke Ilye ko:ngres se ha:th mIla: Ilya:

Is sldha: nthi: n ra: jnItIk vevāstha: ke bhale hama: re vlrōdhlyō ne satta: par Qabza: kar llya: parantu: sha: san THap paR gaya. E: sl vevastha ko to Tu: Tna: hi tha: o: r veh Tu: T bhi: gayi, phalsvaru: p maddhevatli cuna: v horahe hē, a: p Is maddhevati cuna: v ke llye uttarda: i nahī hē na: hī bha: jpa: Is ra: jnItIk sankat ke llye zimmeda: r he. samradh ra: shtr ki nai sthlr sarka: rō o: r ba: r ba: r ke cuna: v par hone va: le bey ko sehan nahi kar sakte. hama: ra: vlka: sshi: l dēsh he yahā: abhi bahot se vlka: s ka: ka: rlye klya: ja: na: he. bha: rat KHarchi: le maddhevati cuna: v ka: bha: r sehan nahī kar sakta: he o: r na: hī ra: jnItIk Isthlrta barda: sht ki ja: skti he, Iske si: dhe dōshi: ko: ngres o: r sai: ūkt mōrca: hē. plchle do varshō me koi E: sa: dln nahī bi: ta: jab satta: ke In bha: glida: rō ke bi: c ashōbhnllye antarka: l na: dekhi gayi ho. koi dln E: sa: nahi ja: ta: tha: jab kongres klsi sarka: r ka: apma: n na: kare, use paresha: n ha: la: t me na: Da: le o: r blE: k mēl na: kar rahi ho jise veh samarthan de rahi ho satrah mahi: ne ke andhka: l me hamne do do pradha: n mantri dekhe. hamne yeh kashT pan parka: r ka: ra: jnetIk mēl jōl hote hue dekha: hamne dekha: ke hama: ri sanstha: ō ko durbal bana: dlya: gaya: . hamne dekha: ke lōgō ki nlshTHa: tatha: vlshva: s ko o: r adhlk tatau vlkshIt kardlya: gaya: agar hamē dekhne ko nahī mlla: to keval sha: san kahī: nahi dlkha: yi paRa. ek tarah se bha: rat ke plchle paca: s varshō me buri tarah se jo kami hui he svatantrata: ke ba: d pā: c dashakō ko ko: ngres o: r sai: ūkt mōrca: ke dalō ne ha: t me pu: ri tarah se kashT bhōgna: paRa: paca: s varsh



ke prasha: san o:r khoye avsarõ ke ka:Ran  
hama:re ra:shtr ka: go:rau o:r a:tamulshva:s  
gambhi:r ru:p se ahat hua. svatantrta ke  
partlyeksh me bha:rtlye ke pratI ek maha:n  
behtar bhavulshlye ke õr nlha:r rahi thi, parantu  
a:j paca:s sa:l ba:d ham kya: dekhte hẽ cali:s  
fi:sadi lōg Ghari:bi ki rekha: se ni:ce ji:van blta:  
rahe hẽ. dēsh ki a:dhi jansankhlya: sa:TH fi:sadi  
se adhIk mahlla:yẽ shIksha: se vanchIt hẽ.  
hama:ri apa:r jansankhlya: ko pi:ne ke pa:ni o:r  
svakshta: ki suldha:õ ki a:dha:r avashakta:ẽ  
uplabdh nahi: hẽ. janam lene se pahle haza:rõ  
bacce mo:t ki gōd me so ja:te hẽ. E:sa: suldha:õ  
ki kami ke ka:ran hota: he. parantu yeh  
dukhda:yi Isthlati: nahi hōni: ca:hlye thi:.  
bha:rat ke pa:s Is same o:r Itne sa:dhan o:r Itni  
kshamta: he kI vo ulshv ke attheyant ulksIt dēshõ  
ke bi:c khaRa: ho saka: he. hama:re pa:s pã:c  
haza:r varshõ se adhIk pura:ni: sabheyta: ki:  
ulra:sat he. hamare pa:s ulsha:l jan shakti he,  
hamne ulggeya:n o:r pradhogIk shetr me bha:ri  
safalta: pa:yi he. hama:re pa:s prakIrtIk  
sansa:dhan hẽ. hama:re pa:s prya:pt ma:tra: me  
bhu:k, bhu:mi:, o:r jal he, lekIn hama:re  
sha:sakõ ke pa:s Is sha:sak o:r ulshe ke lIye  
soapn hote to klya: nahĩ hosakta: tha:. Iske  
Istha:n par plchle paca:s varshõ me a:sha:  
hata:sha: bankar reh gayi. sarka:r me ulshva:s ke  
baja:e avulshva:s ka sankat pE:da hogaya:, a:j  
Ima:nda:ri ki jagah plya:s phaRka leti ja: rahi:  
he, a:j dēsh jo sambandh shi:l hōna: ca:hlye tha:  
uski ullamta: bhi jE:se su:kh gayi ho. a:j ham  
bha:rat ko du:r daldal me phasa: pa:te uske lIye  
kIsko dōsh dē, Iske lIye vahi dōshi jinhone pã:c  
dashak tak svatantr bha:rat par huku:mat ki o:r

vo sattah me rahe parantu: sha:~san nahĩ kIya:~.  
 unke pa:s shakti: thi: par unhone shakti: se  
 ullamkar Ilya. unhone us shakti: se jan kallya:n  
 nahĩ: kIya:, 1996 ke a:m cuna:v ki pu:rv  
 sandhIya: par hamne kaha: tha: bha:rat ki  
 sattahli:n sarujenIk sIddha:nt ki ōr a:rthIk ru:p  
 se praja: ko bhrashT karta: raha:. 1996 me jis  
 parka:r ki: sthIti cal rahi: thi: vo sai:ũkt mōrca:  
 ki murkhta: se murchIt ho gae. 1996 ki sthIti  
 me sudha:r nIshkar tha: a:j veyapa:r o:r bhi  
 dugna: kaTHIn hogaya: he. bha:jpa: ne 1996 me  
 Is kaTHIn ka:rIye ko dekhte hue bhi: hImmat  
 nahĩ ha:ri thi. Is bha:ri uttarda:Itu ko apne  
 kandhō par lene ko a:j bhi taiya:r he, Iska:  
 ka:ran ye he kI hame bha:rat o:r bha:rtIyō par  
 pu:ra: bharōsa: he. bha:jpa: ki ma:nnIyeta: he  
 kI bha:rtIye anney dēshō ke lōgō se kIsi: bhi:  
 ru:p me kam nahĩ hē. hama:re pa:s daRvIshva:s  
 ki shakti he. ham sva:bhlma:ni tatha: samradh  
 bha:rat ke apne sapnō ko saka:r karne ke Ilye  
 pratIbaddh hē. ham bha:rat ko a:rthIk ru:p se  
 sugadh bana:ne ke Ilye kamar kase hue hē.  
 bha:jpa: ke vIdēshi dhir dha:rna: ke piche yahi  
 pareRna: ka:m karti he. Iska: sidha: sa:dha: arth  
 he ki bha:rat ko karamō ke Istha:n par rakkha  
 ja:e. bha:jpa: ka: mulley bhu:t lakshan yahi he.  
 lōgō me prabal samu:hIk shIksha: shakti o:r  
 vIshva:s bhar dIya: ja:e. bha:rat ka: nIrma:n  
 bha:rtIye hi karsakte hē o:r yahi karēge. ham  
 ek E:se bha:rtIye sama:j ka: suapn dēkhte hē,  
 jiski pushTi baulshIye partIki o:r veh pragati ke  
 path par baRHta: cale. hama:re suapn ek  
 svatantr bha:rat ke suapan he. ek svatantr  
 bha:rat ka: suapn jo na: keval lokIk vIdēshi  
 ta:Qatō ke bandhanō se mukt hō balke bhu:k,

berōzga:ri nlraksharta:, ara:jakta: o:r bima:ri se bhi mukt ho, E:se bha:rat ke llye sha:san ke sabhi angō se bhrashTa:ca:r ko ukha:R phēkna: hoga:. ham bha:rat ko a:m a;dmi ka: bha:rat bana:na: cha:hte hē. Inme pratlyēk bha:rtlye ke pa:s behtar ji:van nlrvaḥ ka: adhlka:r ho o:r mE: apni pa:rTi ke sankalp ko dohra:ta: hū: kI voh ma:nav ulka:s par ulsha:l dhan ra:shi tE: kare. sahi ma:nō me blna: ma:nav ulka:s ke koi ulka:s nahī hosakta: he. bha:jpa: nlraksharta: o:r bhu:ke ko anusha:san antIm pākṭi me bE:ThE a:KHri vlyakti tak pahōca:ne ki koshlsh karē. Iske llye ham shlksha: par o:r adhlk dhan KHarc karēge Isme mahlla:ō ki saksharta: par ulshesh bal dlya: ja:e ga:. yeh sarka:r ka: prasha:san ka:l Isthal tak pōhca:ya: ja:ega:, sa:th hi sa:th hama:re Is va:de ko pu:ra: karna: hoga: ki jo bacca: pra:thmlk uldhlyaley ja:ega: vo bhu:ka: nahī rahēga:. anney ulkshlt dēshō me shoshan ke ulrōdh safalta: pu:rvak laRa:i jiti he. bha:jpa: slddh kardegi ki bha:rat bhi uljeyi ho sakta: he. a:j dēsh anney utpa:dan ke ma:mle me a:tm nlrbharta: par garv karta: he. parantu a:j bhi partlyek pariva:r, partlyek vlyakti ke llye parlya:pt ann ki ga:ranTi nahi deta: hū:, ham parlya:pt kha:d utpa:dan ko baRha: kar partlyek ga:ō, ghar, o:r shahar me kha:d ki suraksha: ke apne laksh ko pu:ra karke rahēge. krishi kshētr nlvesh fasal me o:r bima yojna: uplabdh karēge o:r apne klsa:nō ko ra:hat prada:n karēge. ham maka:nō ke nlrma:n me tezi se nlvēsh ki Istlthlyā: bana:kar sabhi bha:rtlyō ke llye ausar surakshlt karēge. mItrō bha:jpa: ma:nti he ke ra:shtr nlrma:n ki prakIrya: me partlyek bha:rtlye rachna:tmak

yogda:n kar sakta: he. ham sabhi pragati o:r sabke sa:th nIya:e ke vacan badh hē. hamari niti sabhi ko sama:n mahetu dēne o:r sabhi ke sa:th Insa:f karne ki he. bha:rat ulbhInn mazhabō o:r upa:sna: pragatIyō ka: dēsh he. bha:jpa: sabhi samparda:yō ko sama:n dekhne me ulshva:s rakhti he. bha:rat na: kabhi mazhabi ra:j tha: na: kabhi banega:. yahi meri sarka:r ka: ma:rg darshan banega:. jIn ra:jjyō me bha:jpa: o:r bha:jpa: ke sahlyogi dal satta: me hē un ra:jjyō me ham pahle hi kaso:Ti par khare utar cuke hē. mE: alpsānkhyak samuda:e ke lōgō se a:grah karu:nga: ki vo unko naka:r dē jo a:j tak unke voTō ka: vayapa:r karte rahe hē parantu unhō ne unke kalya:n ke lIye kuch bhi nahi kIya:. bha:jpa: na: keval unke jivan pratIshTha: o:r samma:n ki raksha: karne ka: va:da: karti he balki rashTer nIrma:n ke raj prayas ke sama:n ausar prada:n karne ka: va:da karti he. hama:ri mannIyeta: he ki sha:san janta: ke hIt me hona: ca:hI:ye. a:j dēsh me jo sankat dIkhta: he uska: pramukh ka:ran yahi he kI sarka:r ki nE:tlk o:r Qanu:ni satah buri tarah chukIkshak hui he. bha:jpa: mahsu:s karti he kI bha:rat ne ek go:rau nIshpaksh sarka:r ki aveshshakta he, sa:th hi sarka:r janta: ka: dheya:n o:r uska: KHaya:l rakhne va:li hōni ca:hI:ye. E:si sarka:r hōni ca:hI:ye jo samvedan shi:l o:r uttarda:i prasha:san de sake a:pke jandēsh me ek E:si hi sarka:r dene ka: prayas karēge. mItrō ek mazbu:t kendr o:r mazbu:t ra:jjyō se hi ek mazbu:t ra:shTr banta: he. hama:ri sarka:r sabhi na:grIkō ki suraksha: ko sa:rujanIk prashasTHa degi. hama:re dēsh me ugarvadIyō ki jagah nahi he, hum In bura:Iyō ke sa:th saKHti se nIpTēge.

ham prama:n hatya:rõ ke mukhey vIshE: me  
gIya:t rakhte hẽ. parantu prama:n hatya:rõ ke  
bhẽd bha:v ki bha:vna: ko sulka:r nahĩ karẽge.  
kabhi kabhi E:sa: shãR a:ta: he jab sahi cuna:v  
karke bha:rat ke ItIha:s ko badla: ja:sakta: he.  
plcchle do varshõ ki Isthlrta: o:r ra:jnItIk uthal  
puthal me sahi vIkalp ka: cuna:v karne o:r  
ra:shTr ke ItIha:s ke ma:rg ko badal ne ke  
ka:rIye sehaj bana dIya: he. a:pko gatna:Ik  
IsthIrta: tatha: vIna:sh ka:rIye Isthirtha: ke bi:c  
cuna:v karna: he. a:pko ra:shTrIye ekta: o:r  
vIbha:jan ki shaktIyõ ke bic cuna:v karna: he o:r  
ek o:r ha:ri thaki ko:ngres o:r sattah ki hõR me  
sIddha:ntõ ke sa:th khIlva:R karne va:II anney  
dalõ o:r du:sri or bha:jpa: tatha: uske mItr dal  
hẽ jo dẽsh ki dasa o:r kusha ko badalne ke  
Ilye vacanbaddh hẽ. nIrney ki ghaRi a:rahi he  
parIvartan darva:ze par dastak deta: he, ye  
cuna:v ek cuno:ti bhi he o:r ek maha:n ausar  
bhi, ham cuno:ti ko sulka:r karẽ o:r ausar ka:  
upyog karẽ o:r bha:rat ke bha:gIye ko badalne  
ke Ilye Qadam se Qadam mIlakar baRha:ẽ.  
hama:ri vIjey nIshchIt he.

vande ma:tram

### **B.J.P. ATAL BIHARI VAJPAYEE**

Today, once again we are standing on the crossroad of history. Within a few days you are going to select the way in which direction you want to carry India. Either you can opt for an uneven path of political unstabiltiy or an even path of sound political stability. In

such similar circumstances you don't cast your vote for a new 'Lok Sabha'. In a democracy when people go to polls, they cast votes with the hope to select a government that can rule for a full term. They don't vote for a government in power which, deviating from the established rules, is locked in a power struggle within itself and don't avail advantage of its own votes. On the basis of 1996 mandate we formed a government but it was not acceptable to our opponents. All these parties were bitterly against one another, they joined together and formed a United Front. Each and every group opposed the Congress party but to grab power at centre they sought the support of Congress. Our opponents came to power at centre due to political anarchy but the administration proved to be a failure. Such government was to break down and it broke down at last. Consequently midterm poll is to be held and you are responsible for these midterm polls. No, B.J.P. is responsible for this political crisis. Entire country's unstable government and the fear of frequent polls can not be tolerated. Ours is a developing country and there are many developmental works to be done. India can neither bear the expenses of expensive midterm polls nor can endure the political

crisis. Congress and United Front are, no doubt, responsible for this. During the last two years not even a single day passed without any untoward happening because the groups sharing power indulged in unscrupulously blaming and accusing one another. Not a single day passed wherein Congress would not have humiliated or let down the government in power to which support was extended and dragged it into crisis and blackmailed it.

During this (17) months of dark period we have seen two Prime Ministers. We have seen this very troublesome political alliance which made the administrative committees weak. If we would not have seen people's trust and confidence developing sharply then the government could not be seen anywhere. The difficulties, which we faced after independence during the last fifty years, are attributed to decades of congress government and power sharing groups of United Front. Fifty years of ruling and opportunities lost is the reason that inflicted severe injury to our pride and self-confidence. At the verge of independence each and every

citizen was looking for a very bright future. After (50) years we are seeing that 40% people are living below poverty line. Half of the population and 60% women are uneducated.

To a major portion of the population of our country basic amenities like drinking water and drainage facility are not available. Before taking birth thousands of children die due to want of adequate facilities. But such a painful situation should not have prevailed here. At present, India has so many natural resources and so much power that it can prosper and stand independently among the well developed nations of the world. We have 5000 years old civilized culture. We have a vast manpower. We have accomplished big tasks in the fields of science and industry. We have natural wealth. We have vast land and large quantities of water. But, if the rulers of country had dreams to prosper, a great task could have been achieved. We have been hoping for our dreams to come true since last (50) years but all our hopes are belied. In government confidence is replaced by non-confidence that lead to so many problems.



Today honesty has been replaced by dishonesty. Today the country should have become financially sound but this hope also seems to have dried up. Today we are pushing India into morass of problems and whom we blame for this. They are responsible for this who ruled independent India for five decades. Despite being in power they did not rule the country.

They had power but misused it. They did not do useful work for the benefit of the people. On the eve of 1996 general elections we had said that India's ruling congress government destroyed moral values, public principles, and economy. In 1996 this type of situation developed because of wrong policies of UF government. In 1996 the situation should have improved.

Today the difficulties of business have doubled. In difficult times during 1996 B.J.P. did not lose courage and is ready to take this responsibility on its shoulders. The reason is that we have full confidence of our country and our people. B.J.P.'S point of view is that Indian citizens are not inferior to people of any other

nation of the world. We have the power of full confidence. We Indians have pride and power to develop our country according to our dreams. We Indians are ready to make our country prosperous and financially sound. It means that India can achieve a good position in the world. B.J.P.'S viewpoint is this only. The Indian people need to be instilled with strength, collective education, power and confidence. Indian people can do India's development only and the same will be done no doubt. We have a dream about this whose strength depends on future and will heed towards progress continuously. Our dream is that our India should be independent. India should be free from the clutches of the foreign powers as well as from hunger, unemployment, illiteracy, lawlessness and ill health. By this system or method we can uproot corruption. We want to make this country for every citizen. In this country every citizen has equal rights and reiterating my relation with the party I am to say that we want to spend more for the progress of human beings because without the progress of human beings nothing can be developed. B.J.P. wanted to remove hunger and illiteracy from the root level and tries that the yields of progress should reach the last man of this country. For this purpose we

spend more money to eradicate illiteracy. In this programme special attention is paid towards the education of women. Benefits of the administration of the government should reach every place of the country. Along with this, our aim is that every child should go to school and be fed better. Many other countries have already won the battle against this type of oppression. B.J.P. will prove that India can also win the battle on this front. Today our country is proud to be self-sufficient. But we can not give guarantee to every family and every man for food sufficiency. We have sufficient fertilizer production for every house, village, and city and try it to be available to every village and city. In agriculture sector we want to ensure the agricultural crops and will help the farmers. We will make a housing policy and investment policy for our people so that they can have a chance to avail the benefits. Friends, B.J.P.'s view of nation's development is such that every citizen should take a purposeful part in this regard. We are committed to every individual's developmetn and justice for every one. Our policy is to treat every one equally and justice for evry body. India is a nation of so many religions and castes. B.J.P.'s view is that every caste should have same

and equal rights. In India there is no religious government and it will not be in future. In the states where the B.J.P. and its allies are in power we feel proud to be frank in requesting minority community to reject those who use their votes as business and have not done anything good for their welfare. B.J.P. not only gives them respectable life but also pledges to provide equal protection and equal share in the day to day administration. Our policy is that administration should be in people's favour. This is the reason behind the difficulty we are facing today because government's moral and judicial power had flopped totally. B.J.P. feels the necessity of a powerful and respectful government for India. Every government should take care of people. We should have the government that gives respectable and answerable administration. By means of your mandate we try to give stable government.

Friends! A strong centre and strong states make a strong nation. Our government will give social facilities to public. In our country there is no place for terrorism and we shall strictly deal with such evils. We know the elements with proof who are behind these killings. But we shall not accept to favour any such group in this regard. During the last two years stability and political ups

and downs have facilitated to hold an election of true essence and change the ways of the history of nation.

You are going to polls amidst problems of last two-year's unstable and stable governments and have option for either national integrity or divisive forces. On one hand there are perfectly tired Congress and other groups who under the guise of government exploit the principles and on the other B.J.P. and its allies are in fray who are committed to change the overall situation of the country. The time for decision is nearing and a change is knocking at the door. This election is a challenge and a great opportunity. We accept this challenge and use this opportunity to transform our nation's future. To transform India's future you have to come with us. Our victory is sure.

### **VANDE MATARAM**

***sai:ũkt mōrca: (si: pi: a:i:)***

*aTTHa:ra: mahi:nō me phlR a:p par ek naya:  
cuna:v thōp dIya: gaya:. saũkt mōrca: sarka:r  
ko jis tarah se kongres ne glRa:ya: o:r us ke ba:d  
bha:rtIye jnta pa:rTi ne jo alehti tariQe se  
sattah hatIya:ne ki koshIsh ki, use dekhte hue  
yeh zaru:ri he kI Is ba:r sai:ũkt mōrca: ko pũ:rn  
bahumat ke sa:th duba:ra: sattah sō:pē. yeh*

satra mahine saiũkt mōrca: sarka:r ne pa:r darshi sha:san ki ek behtarin misa:l Qa:em ki he, koi bhi Is par kIsi tarah ke ghaple ya ghoTa:le ka: a:rop nahĩ laga: sakta: keval satrah mahi:ne ki audhi me mōrca: sarka:r ne anek uplabdhlyā: ha:sIl kī hē saiũkt mōrca: jab sattah me a:ya: us vaQt dēsh par samparda:ekta: o:r flrQa: parasti ke ghanghōr ba:dal manDla: rahe the. janta: mandlr masjld ke ulva:d me uljhi hui thi, saiũkt mōrca: ne dēsh ke ka:lpInetIk ajenDō ko badal dIya:. mandlr masjld ke baja:e a:rthIk sama:jik muddō par carca: dēsh ki ra:jnIti ka: kendr bIndu: ban gayi ham ca:hthe hē kI Is cuna:v me bhi a:p vlyaktIva:d se upar uTHkar, a:rthIk sama:jik mudduō ko dhIya:n me rakh kar nIrnE: dē saiũkt mōrca: sarka:r ne sandehe DHā:ce ko baha:l kIya:, Is updesh ke lIye antar parIshad Istha:pna: ki jiski guzashta sarka:rō ne ja:n bu:jh kar andekhi ki thi, jisne safalta: pu:rvak kashmir me cuna:v karva:e, jiske zarIye ek lokpIrIye sarka:r ka: ghaTHan hua:, saiũkt mōrca: sarka:r me mandlr samiti upkshIt uttar pu:rvi ra:jlō ke vIka:s ke lIye vIshesh dhIya:n dIa:, jIs me sha:nti o:r sama:nnIē jIvan baha:l karne ke lIye vaha:n ke vIdrohi guru:pō ke sath ba:t cit shuru ki, a:rakshān ke ba:vaju:d, sahi ma:nō me o:sat ke sama:nta: lakshe ko pa:ne me anusu:cIt ja:tIyō o:r janja:tIyō ke hIrdō ko abhi bhi ek lamba: safar tE: karna: he. Is dIsha: me saiũkt mōrca: ne THōs Qadam utha:e hē maslan anusu:cIt ja:tIō o:r janja:tiō ka: vIka:s apa:rthIk Istha:pna:, janja:tIō ke bic bhukmari se hone va:li upyog na janja:tI ke baccō ke lIye Isku:l ki stha:pna:, o:r Insa:ksharta va:le Ila:Qō me anusu:cIt ja:tIō ke jantuō ke lIye vIshesh

surakshIt vlka:s ka:reykaram phE:la:na:. sai:ũkt  
mōrca: sarkar ne Ta:Da:antargat lōgō ke kesez  
par pũ:rn vlca:r karke beguna:h lōgō ko choR  
dlya:. pā:c haza:r ke baja:e ab E:se bandlyō ki  
sānkhIya: keval tera: so: he. Ta:Da: ma:mle ki  
sānkhIya tera: haza:r ek so: pĒ:ta:lls se ghaT  
kar a:T haza:r ek so: co:ra:nve reh gai he.  
jahā:ntak alpsānkheyakō ke lIye shIksha:  
rōzga:r o:r anne avsarō ēvam anek adhlka:rō ki  
raksha: ka: sava:l he, saĩũkt mōrca: sarka:r  
dua:ra: unke lIye vlshesh paddatIye a:vedan  
kIye gae o:r baRHte Qadam uTHa:e gae, saĩũkt  
mōrca: sarka:r ne kIsa:nō par vlshesh dhIya:n  
dIya:, unhē pahli ba:r apne vaṣu:ll Qi:matō me  
rlko:rD baRhotri mlli, unhē kreDIT ka:rD dIye  
gae o:r unhē pu:ruttav zllō me a:sa:n bima:  
yojna la:gu: ki gai o:r lse parya:pt jls ki kaTo:tl  
ka: parya:s plchli sarka:rō ne kIya: tha: us  
prakritIk dukhdaō ke mō:Qō par kIsa:nō ko  
bharpu:r madad pō:ca:i gai.

jE: hInd

## UNITED FRONT= C.P.I.

Within (18) months you are put to face one more general election. The tactic through which the Congress made the UF government fall and the B.J.P. attempted to capture power individually, now, in view of these situations it seems necessary to hand over power to UF with full majority. During these (7) months the UF government set up a good example of forming a

government of farsightedness and no group or body could allege it of irregularities or corruption. During a short span of (17) months UF achieved a number of successes. When UF came to power, the danger of communal or sectorial mafia was looming large over the country. General public was entangled in the dispute of Mandir and Masjid. UF Changed the ideal agenda of the country consequently instead of Mandir and Masjid social and economical policies became the central point of all political circles of the entire country. We want that in this general election also, keeping in view the economical and social problems, you will reach a decision right above the personal mania. UF government restored federal set-up in the country. For this purpose it constituted a committee comprising of the representatives from all states which was never seen by the previous governments and the same committee conducted successful elections in Kashmir by which a government acceptable to the people could be formed. As a proof of its secular charactr UF set aside the committees consisting of representatives of the country and concentrated on the welfare of North-Eastern states. To bring peace and restore normalcy in those



states UF started discussions with the leaders of different fighting groups. Despite reservations the task of equality and to restore the rights of downtrodden and other castes and tribes could not be accomplished. In true essence still we are to cover a long distance. UF initiated concrete steps in this regard aimed at progress, social and economical upliftment of various communities. To avoid the starvation deaths in several castes and tribes correct usage of food grains is necessary. Opening of shools for backward classes in illiterate backward areas and special safety programmes are to be launched. With a view to do justice to a number of persons involved in TADA cases the UF government got them released and thus the number of persons arrested in TADA is reduced from 5,000 to 1,300 and the number of TADA cases has come down from 13,145 to 8,194. As far as the education and employment opportunities for minorities and other rights are concerned UF launched special programmes in this regard and initiated good works. UF government concentrated specially on the problems of farmers and as a result they got record benefits from their products sold at higher rates. Credit cards were issued to them. In the

areas of North Eastern districts insurance policies were imposed on them. The compulsory deductions imposed on the profits of their yields were also cancelled by us. During the bad days of natural calamities full co-operation was given to them.

**JAI HIND**

### **III. C (i) The Act of Initiation In Political Speeches:**

The political speech plunges directly to the emotive issues to be discussed. The opening line of the speech may attempt to tie up the audience through some emotive issues. This determines the direction of whole discourse movement. Let us examine some of the initial remarks made by some of the leading political leaders in the recent general election in order to analyse the act of initiation.

In the recent speech delivered in the Muslim populated Meerut, the initial remark of Smt. Sonia Gandhi can be cited to attest our hypothesis.

*"mere kunbe ne Is mulk ki kHIdmat ki o:r meri*

zIndagi ka: saha:ra: bhi apne vatan par Qurba:n  
hogaya: yeh sadma: mE: ne a:p ki mohabbat ke  
sah:re barda:sht kIya: o:r ek arse tak kHa:mōsh  
zindagi guza:ri, lekIn jab yeh dekha: ke fIrqa:  
parast Quvattē Is mulk ko taba:h karne par  
a:mada: hē. za:t bIra:dri ki tafri:Q ka: zaher  
pu:re mulk me phēlne laga: he. o:ratō par zulm-  
o-ziya:ti GHUndagardi o:r badunwa:nIā uru:j  
pa:ne lagī, jis Qo:mi ItIha:d ke Ilye meri sa:s  
o:r mere sho:har ne apni ja:nē Qurba:n kī. mulk  
ki Is su:rate ha:l ne mujhe majbu:r kar dIya: jo  
mE: a:j meraTH ke ava:m ke darmIya:n apne  
beTe ra:hul ko lekar a:i hū:"

(My family served this country and the main support of my life also sacrificed for the sake of our country. I endured this shock with the help of your affection and love and spent a silent life for a long period. But when I observed that communal and divisive forces are bent on destroying this country., the poison of religious and caste feelings began to spread throughout the country, atrocities on women as well as anti-social activities are on the rise, the Hindu-Muslim unity, for which my mother-in-law and my husband sacrificed their lives, inflicted by a severe injury, therefore, passed by these circumstances I am standing, today, amidst the people of Meerut along with my son Rahul.)

In the industrial town of Ludhiyana in Punjab she initiates her speech with the remark:

*"mere parIva:r ke panja:b se kuch pura:ne  
o:r nae na:te hẽ. panja:b java:harla:l  
ji ki ma:ta: ki janambhu:mi thi o:r ab  
meri beTi ka: sasura:l he".*

(My family has got certain old and new relations with Punjab. Punjab was the birth place of Pandit Jawaharlal Nehru's mother and now it is the in-laws house of my daughter.)

In both these initial remarks she depends too much on emotive issues like the sacrifices of her family members or family ties with the region. In response to her remarks Punjabi people who love to hate Gandhi family after operation blue star, was up on its feet singing in raptures. "sonia gandhi balle balle ba:Qi sab thalle thalle" (Sonia Gandhi up and up rest on down and down), her claims that "yeh meri: suha:g ki: bhu:mi: he" (this is the land of my husband) has a special emotional issue for women folks.

On the contrary Atal Bihari Vajpayee of BJP commonly initiates his speeches in a more

rhetoric style where he blends argumentation with initiation.

"a:j ham phIr ek ba:r ItIha:s ke co:ra:he par khaRe hẽ. agar kuch dInẽ me a:pko us ma:rg ko cunna he, jIs taraf a:p bha:rat ko leja:na: ca:hTe hẽ, a:p ya to ra:jnitIk a:IsthIrta: o:r a:rajakta: ke ubaR kha:baR ma:rg ko cun sakte hẽ ya: phIr a:p ra:jnitIk sthIrta: samrIdhi ka: ra:sta: apna: sakte hẽ".

(Today, once again we are standing on the cross road to history. Within a few days you are going to select the way in which direction you want to carry India. Either you can opt for an uneven path of political instability or an even path of sound political stability.)

In this initial remarks vajpayee attempts to highlight the BJP's political slogan of Ram Rajya. His attempt to emphasize the difference between Isthlrta: (Stability) and alsthlrta: (non-stability) is to ensure the role of political stability in Indian politics. He continues to elaborate his point further:

"samanIye parasthItIyẽ me a:p Is samey nayi lōk sabha ke lIye matda:n nahI karte. loktantr me jab lōg matda:n karte hẽ to vo E:si sarka:r ko la:ne ki a:sha: me matda:n karte hẽ jo pu:re ka:raka:l par sha:san kar sake".

(In such similar circumstances you don't cast your vote for a new "Lok Sabha". In a democracy when people go to polls, they cast votes in hope to select a government that can rule for a full term).

In his speech he over and again emphasizes the role of political stability to capture the imagination of millions who are disgusted with the unstable system. In his recent political speech, Ramsaran Daas of Samaj Vaddi Party says:

*"jaldi hi ba:rve lōk sabha: ke gaTHan ke llye  
voT dekar lōk tantr ko baha:l karēge. Is samey  
hama:ra: dēsh tatha: dēsh ka: lōk tantr khatre  
me phasa: hua: he. sa:mparda:yak ta:Qatē dēsh  
ko barba:d karne par tuli hui hē, o:r lōk tantr  
ko sama:pt karna: ca:hati hē.*

(Very soon you are going to restore democracy by casting your votes for the formation of 12th Lok Sabha. At present our country and democracy are deeply drenched in dangers because communal forces are bent on destroying the country and want to overthrow democracy).

An analysis of the above speeches indicates that initiating acts in the political speeches have

special role to play, it attempts to attract the attention of the audience and prepares ground for the theme to be discussed later in the political speeches. The initiating act therefore is not merely an introduction, rather it has two major functions, one is the reference to the subject matter or the topic while the other is the remark on the topic which sets in motion the political speech. In the initiating act of Sonia Gandhi's speech delivered in Meerut, the topic is enunciated in the first part of the sentence while the comment is made in the last part of the initiating remark. The sentence:

*"mere kunbe ne Is mulk ki KHIdmat ki o:r meri zIndagi ka: saha:ra: bhi apne vatan par Qurba:n hogaya:. yeh sadma: mE: ne a:p ki mohabbat ke saha:re barda:sht klya: o:r ek arse tak KHa:mōsh zIndagi guza:ri".*

(My family served this country and the main support of my life also sacrificed his life for the sake of our country. I endured this shock with the help of your affection and love and spent a silent life for a long period).

*"lekin jab yeh dekha: ke flrQa: parast Qu:vatē Is mulk ko taba:h karne par a:ma:da: hē. za:t bIra:dri ki tafri:Q ka: zaher*

pu:re mulk me phE:lnē laga: he. o:ratō par  
 zulm-o-zlyā:dti, GHunDagardi o:r bad-unvā:nlā:  
 uru:j pa:ne lagī jls Qo:mi ItIha:d ke llye meri  
 sa:s o:r mere sho:har ne apni ja:nē Qurba:n ki.  
 mulk kī Is su:rate ha:l ne mujhe majbu:r kar  
 dlyā: jo me a:j mēraTH ke avā:m ke darmIyā:n  
 apne beTe ra:hul ko lekar a:l hū: o:r apil karti  
 hū: ki a:ne va:le 16 farvari ke cunā:v me  
 ko:ngres pa:rTi ke ummidvā:r ke llye panje par  
 mohar laga:kar ka:myā:b banā:ē klūke ko:ngres  
 pa:rTi hi mustahkam sarkā:r de sakti he. ek  
 taraf vo lōg hē jo mulk ko toRna ca:hte hē o:r  
 kuch IlaQa:I pa:rTlā: za:t blra:dri ke na:m par  
 slyā:sat karke Is mulk ke Qo:mi Itteha:d ko  
 KHatam karne me lagi hui hē o:r du:sri ja:nib  
 vo ko:ngres pa:rTi he jls ne Is mulk ki yakjahti  
 ko hamesha: Qa:em rakhne ki koshIsh ki. ab  
 fE:sla: a:p ke ha:th me he ke a:p mulk ka  
 nlza:m kIs ke ha:thō me dete hē,

jE hind".

(But when I observed that communal and  
 divisive forces are bent on destroying this country, the  
 poison of religious and caste feelings began to spread  
 throughout the country, atrocities on women as well as  
 anti-social activities are on the rise, the Hindu-Muslim  
 unity, for which my mother-in-law and my husband  
 sacrificed their lives, is inflicted by a severe injury  
 therefore pressed by these circumstances I am standing,  
 today, amidst the people of Meerut along with my son



Rahul. And appeal to elect the Congress party candidate, on 16th February, the polling day, by stamping on the symbol of hand, because the Congress party only can give a stable Government. On one hand there is a group which wants to divide the country and some local political parties struck alliance on the grounds of religious and communal feelings that may prove dangerous for the unity of the country and on the other, is the Congress party which spent all efforts to maintain the unity of the country).

Now you are at liberty to decide in whose hands to place the government or power.

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A close look on this arrangement indicates that the topic mainly attracts the attention while the comment is the more important element of the initiating act in the sense that the whole political speech may be treated as the systematic development of the comment made in the initiative act.

The act of initiation in political speech can be shown through the given diagram.

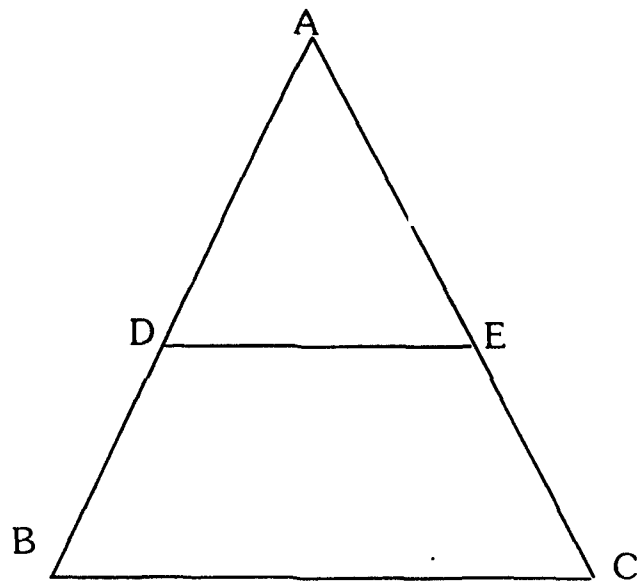


Fig. 3.1

ABC = Initiating act

ADE = Topic

DEBC = comment

ADE+DEBC = ABC

Topic+Comment = Initiating act

### **III.C(1-2) The Act of Support In Political Speech:**

The second part of a political speech may be termed as supporting act of persuasion. In this portion initiative utterances are further expanded with new informations related to it, add it in a new sentence. This process can be called elaboration. Thus a supporting act supports the initiating act by elaborating the points. In other words supporting act is a process through which the political discourse is developed in a second stage. Supporting act is marked for the features like explanation, enumeration, elaboration, exemplification, consequence, causation and qualificaion. These features are typed together both in syntagmatic and paradigmatic relationship. In syntagmatic relationship explanation may be followed by enumeration, elaboration and exemplification. In other words these features may come together in a sequence to emphasize the point. The syntagmatic relationship of these features can be shown diagrammatically below:

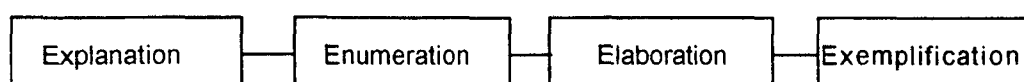


Fig. 3.2

As shown in the diagram one feature is followed by another to support the point raised in the political discourse.

In paradigmatic relationship these features are in vertical order where one may replace the other. For example, in an utterance explanation may be replaced by elaboration or exemplification. This relationship can be shown diagrammatically as below:

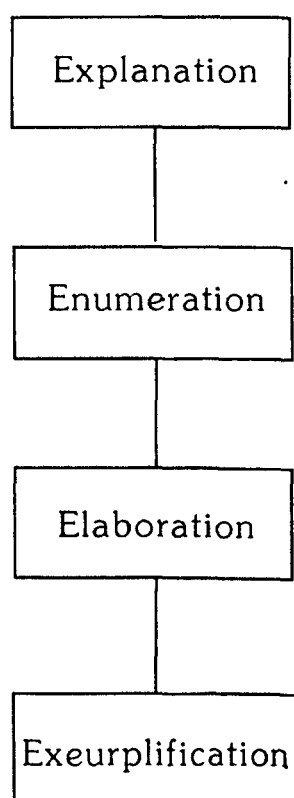


Fig. : 3.3

In paradigmatic relationship only one or some of these features may be used to emphasize the point.

As discussed above these features occupy a major position in the supporting act of persuasive communication; exemplification, elaboration or causation play a major role to support the initiating act.

**a. Elaboration:**

Elaboration is a process where the topic is expanded with new information. For example, the political speech of Mr. Ahmad Patel of Congress party, the initiating act further expanded by providing additional informations. In his speech he elaborates his points by providing additional informations about the relevance of Congress party in Indian political system.

*"mujhe Is ba:t ka garv he ki me ko:ngres pa:rTi  
ki taraf se a:pse kuch kahne ja:raha: hũ: jiska:  
nētrItv panDIt javahar la:l nehru: sarda:r paTel  
neta:ji subha:sh candra bōs o:r mo:la:na aza:d  
jEse Qadim savtantrta: sena:nlyō ne kIya: tha:  
mE Us pa:rTi ke lIye a:pse samarthan ki apil  
kar raha hũ: jisko dōnō neta:ō shrimati IndIra:  
ga:ndhi o:r shri ra:jiu ga:ndhi ne apne dēsh ke  
lIye apni ja:n Qurba:n kardi, Us pa:rTi ki ba:t  
a:pse kar raha: hũ: jisne apne cavva:lls sa:l ke  
sha:san me dēsh ko Istha:i o:r du:rdarshi*

sarka:rē dī, me Us pa:rTi ke paksh me uttar de  
 raha: hū: jise a:za:d:i ke ba:d anek kshētrō me  
 a:tm nIrbhar bana:ya: o:r ham dunIya: ke  
 sa:mne sar uTHa:kar khaRe ho sake, mE: us  
 pa:rTi ki vaka:lat kar raha: hū: jisne dēsh ko  
 uddlyogIk a:dha:r dIya:, o:r panchvarshi yojna:ō  
 tatha: anney ka:rIyekarmō ke zarIye bha:rat ko  
 ulka:s ke ra:ste par a:ge baRha:ya:, me us pa:rTi  
 ki pE:rvi kar raha: hū: jo Kisi ek varg ek ja:tl,  
 ek dharm, ek bha:sha:, ya: ek kshētr ke Iye  
 ra:jnIti nahi karti".

(I feel proud because I am going to tell you something on behalf of congress party and the senior freedom fighters like Pandit Jawahar Lal Nehru, Sardar Patel and Netaji Subhash Chandra Bose have been its leaders. I appeal to you to extend support to this party of which two leaders Shrimati Indira Gandhi and Rajiv Gandhi have sacrificed their lives for the sake of this country. I am talking to you about a party which gave (9) stable governments of farsightedness during its (44) years of ruling tenure. I am talking in favour of a party which made the country self-sufficient in various fields and we are able to stand in the world with our heads high. I am representing a party which gave a firm industrial footing for the country and formulated five year plans and through many other works set the country on the road to progress.

I am following a party which is not a political party of a particular group, religion, caste, language or region but it is a party that thinks about each and every individual of the country and is dedicated to the task of peace and love on this land).

**c. Exemplification:**

Exemplification is a process in which facts are attested by examples. For example in the political discourse of Atal Bihari Vajpayee the act of initiation is further strengthen by exemplification.

"a:j ham phlr ek ba:r Itlha:s ke co:ra:he par khaRe hẽ. ab kuch dInõ me a:pko us ma:rg ko cunna hẽ, jls taraf a:p bha:rat ko leja:na: ca:hate hẽ a:p ya: to ra:jnItlk a:IsthIrta: o:r ara:jakta: ubaR kha:baR ma:rg ko cun sakte hẽ ya: phlr a:p ra:jnItlk Isthlrta: samrlddhi ka: ra:sta: apna: sakte hẽ samanIye parasthItlyõ me a:p Is समय nayi lōk sabha: ke Ilye matda:n nahĩ karte. lōk tantr me jab lōg matda:n karte hẽ to vo E:si sarka:r ko la:ne ki a:sha: me matda:n karte hẽ jo pu:re karyaka:l tak sha:san kar sake. yeh

sthIr sarka:r ke lIye mat da:n nahĩ: karte jo apne hi: andar ke asarda:r o:r sldha:nthi:n satta: sangharsh me paRkar suẽm apne voT se haT ja:yẽ. 1996 jana:dẽsh ke a:dha:r par ham ne ek sarka:r bana:yi, parantu hama:re vlrõdhlyõ ko vo sulka:r nahĩ thi, yeh sabhi dal ek du:sre ke kaTTar vlrõdhi the. unhõne ekaTTHa hokar sai:ũkt mõrca bana: lIya: pratlyek dal ne ko:ngres ka: vlrõdh kIya: tha: lekIn phIr bhi unhõne kẽndr me sattah hatIya:ne ke lIye ko:ngres se ha:t mIla: lIya: Is slddha:nthi:n ra:jnItIk vE:vastha: ke saha:re hama:re vlrõdhlyõ ne sattah par Qabza: kar lIya: parantu sha:san THap paR gaya:. E:si vE:vastha: ko to Tu:Tna: hi tha: o:r veh Tu:T bhi gayi, jis ke phalsvaru:p maddhevati cuna:v horahe hẽ, a:p Is madhevati cuna:v ke lIye uttarda:i nahĩ hẽ na:hi bha:jpa Is ra:jnItIk sankat ke lIye zimmeda:r he. Samradh rashTr ki nai sthIr sarka:rõ o:r ba:r ba:r ke cuna:v par hone va:le bhey ko sahen nahĩ kar sakte. hama:ra: vIka:sshi:l dẽsh he yahã: abhi bahot se



ulka:s ka ka:rl̥ye kl̥ya ja:na: he. bha:rat  
 KHarchi:le maddhevati cuna:v ka bha:r sahen  
 nahĩ kar sakta: he o:r na:hl̥ ra:jnitlk̥ l̥sth̥lr̥ta  
 barda:sht̥ ki ja:skti he, l̥ska: si:dha: dōsh  
 ko:ngres o:r sai:ũkt̥ mōrca par hē. Pl̥chle do  
 varshō me kol̥ E:sa: d̥ln̥ nahĩ bita: jab satta: ke  
 In bha:gl̥da:rō ke bi:c ashōbh̥nl̥ye antarka:l̥ na:  
 dekhi gayi ho. Koi d̥ln̥ E:sa: nahĩ ja:ta: tha:  
 jab kongres kl̥si sarka:r ka: ap̥ma:n na: kare,  
 use paresha:n ha:lat me na: Da:le o:r bl̥E:k mēl̥  
 na: kar rahi ho jise veh samarthan de rahi ho  
 satra: mahi:ne ke andhka:l̥ me hamne do do  
 pradha:n mantri dekhe. hamne yeh kasht̥ par  
 ka:r ke ra:jn̥E:tl̥k̥ mēl̥ jōl̥ hote hue dekha:.  
 hamne dekha: ke h̥ama:ri sanstha:ō ko durbal  
 bana: d̥lya: gaya:. hamne dekha: ke lōgō ki  
 nl̥shTHa: tatha vl̥shva:s ko o:r adhl̥k̥ vl̥ksh̥lt̥  
 kard̥lya: gaya: agar hamē dekhne ko nahĩ mlla:  
 to keval sha:san kahĩ: nahĩ dl̥kha:yi paRa:. ek  
 tarah se bha:rat ke pl̥chle paca:s varshō me buri  
 tarah se jo kami hui he svatantr̥ta ke ba:d pā:c  
 dashakō ko ko:ngres o:r sai:ũkt̥ mōrca: ke dalō

ne ha:t me pu:ri tarah se kashT bhōgna: paRa.  
 paca:s varsh ke prasha:san o:r khoYe asrō ke  
 ka:ran hama:re ra:shtr ka go:rau o:r  
 a:tamulshua:s gambhi:r ru:p se ahat hua.  
 svatantrta ke partlyeksh me bha:rtlye ke pratl  
 ek maha:n behtar bhavulshlye ke ōr nlha:r rahi  
 thi, parantu a:j paca:s sa:l ba:d ham klyā:  
 dekhte hē cali:s fisadi lōg Gharibi ki rekha: se  
 ni:ce ji:van blta: rahe hē. dēsh ki a:dhi  
 jansankhlyā: ki sa:TH flsadi se adhlk mahlla:yē  
 shIksha: se vanchlt hē. hama:ri apa:r  
 jansankhlyā: ko pi:ne ke pa:ni o:r svakshta: ki  
 sulldha:ō ki a:dha:r avkshkta:ē uplabdh nahī hē.  
 janam lene se pahle haza:rō bacce mo:t ki gōd  
 me so ja:te hē. E:sa sulldha:ō ki kami ke ka:ran  
 hota: he. parantu yeh dukhad sthithi nahī hōni  
 ca:hlye thi. bha:rat ke pa:s Is samay o:r Itne  
 sa:dhan o:r Itni kshamta: he ki vo ulshu ke  
 atteyant ulkslt dēshō ke bi:c khaRa: ho saka:  
 he. hama:re pa:s pā:c haza:r varshō se adhlk  
 pura:ni sabheyta: ki ulra:sat he. hama:re pa:s  
 ulsha:l jan shakti he, hamne ulggeya:n o:r

pradoglk kshetr me bha:ri saphalta: pa:yi he.  
 hama:re pa:s pra:klrtlk sansa:dhan hẽ. hama:re  
 pa:s praya:pt ma:tra: me bhu:k, bhu:mi, o:r jal  
 he, lekln hama:re sha:sakõ ke pa:s Is sha:sak  
 o:r ulshe ke llye soapn hote to klya: nahĩ  
 hosakta: tha:. Iske Istha:n par plchle paca:s  
 varshõ me a:sha: hata:sha: bankar rahgayi.  
 sarka:r me ulshva:s ke baja:e avlshva:s ka:  
 sankat pE:da: hogaya:, a:j Ima:nda:ri ki jagah  
 beima:ni leti ja: rahi he, a:j dēsh jo sambandh  
 shi:l hōna: ca:hlye tha: uski ullamta: bhi jese  
 su:kh gayi ho. a:j ham bha:rat ko du:r daldal  
 me phasa: pa:te, uske llye klsko dōsh dē, Iske  
 llye vahi dōshi jinhone pā:c dashak tak svatantr  
 bha:rat par huku:mat ki o:r vø satta: me rahe  
 parantu sha:san nahĩ klya. unke pa:s shakti thi  
 par unhone shakti se ullamkar llye. unhone us  
 shakti se jan kallya:n nahĩ klya:, 1996 ke a:m  
 cuna:v ki pu:rv sandhlye: par hamne kaha: tha:  
 bha:rat ki sattali:n sa:rujenlk slddha:nt ki õr  
 a:rthlk ru:p se praja ko bhrashT karta: raha:.  
 1996 me jis parka:r ki sthlti cal rahi thi vo

sai:ũkt mōrca: ki murkhta: se murchIt ho gae.  
1996 ki sthIti me sudha:r nIshkar tha: a:j  
veyopa:r o:r bhi dugna: kaTHIn hogaya: he.  
bha:jpa: ne 1996 me Is kaTHIn ka:rIye ko  
dekhte hue bhi hImmat nahĩ ha:ri thi. Is bha:ri  
uttarda:Itu ko apne kandhō par lene ko a:j bhi  
tai:yya:r he, Iska: ka:ran ye he ki hame bha:rat  
o:r bha:rtIyō par pu:ra: bharōsa: he. bha:jpa: ki  
mannIyeta: he ki bha:rtIye annēy dēshō ke lōgō  
se kIsi bhi ru:p me kam nahĩ hē. hamare pa:s  
darRhuvIsha:s ki shakti he. ham svabhIma:ni  
tatha: samradh bha:rat ke apne sapnō ko saka:r  
karne ke Ilye pratIbadh hē. ham bha:rat ko  
a:rthIk ru:p se sugadh bana:ne ke Ilye kamar  
kase hue hē. bha:jpa: ke vIdēshi dha:r dharna  
ke pi:che yahi preRna ka:m karti he. Iska:  
si:dha: sa:dha: arth he ki bha:rat ko karmō ke  
Istha:n par rakkha: ja:e. ba:jpa: ka: mulley laksh  
yahi he. lōgō me prabal samu:hIk shIksha:  
shakti o:r vIshva:s bhar dIya: ja:e. bha:rat ka  
nIrma:n bha:rtIye hi karsakte hē o:r yahi  
karēnge. ham ek E:se bha:rtIye sama:j ka: suapn  
dēkhte hē, jiski pushTi baulshIye partik o:r veh

pragatl ke path par baRhta: cale. hama:ra suapn  
ek svatantr bha:rat ka suapan he. ek svatantr  
bha:rat ka suapn jo na: keval lokIk vldēshi  
ta:Qatō ke bandhanō se mukt hō balke bhu:k,  
berōzga:ri: nlraksharta:, arajakta: o:r bima:ri se  
bhi mukt ho, E:se bha:rat ke liye sha:san ke  
sabhi angō se bhrashTaca:r ko ukha:R phēkna:  
hoga:. ham bha:rat ko a:m a:dmi ka: bha:rat  
bana:na: cha:hte hē. Inme pratlyēk bha:rtIye ke  
pa:s behtar jivan nlrva:h ka: adhlka:r ho o:r mE:  
apni pa:rTi ke sankalp ko dohra:ta: hū: kl voh  
ma:nav vlka:s par vlsha:l dhan ra:shi tE: kare.  
sahi ma:nō me bIna: ma:nav vlka:s ke koi: vlka:s  
nahi hosakta: he. bha:jpa: nlraksharta: o:r  
bhu:ke ko anusha:san ki antIm pākṭi me bETHē  
a:khri vlyaktI tak pōhca:ne ki koshlsh karē. Iske  
liye ham shIksha par o:r adhIk dhyan karēge  
Isme mahIla:ō ki aksharta: par vlshesh bal dIya:  
ja:ega. yeh sarka:r ka: prasha:san ka:l sthal tak  
pōhca:ya: ja:ega:, sa:th hi sa:th.hama:re Is va:de  
ko pu:ra: karna: hoga: ki jo bacca: pra:thmlk  
vldhya:ley ja:ega: vo bhu:ka: nahi rahēga:. anney

ulksIt dēshō me shoshan ke ulrōdh saphalta:  
pu:rvak lada:i jiti he. bha:jpa: slddh kardegi ki  
bha:rat bhi uljeyi ho sakta: he. a:j dēsh anney  
utpa:dan ke ma:mle me a:tm nlr̥bharta par garu  
karta he. parantu a:j bhi pratlyek parIva:r,  
pratlyek vyakti ke llye parIya:pt ann ki ga:ranTi  
nahī deta: hū:, ham pralya:pt kha:d utpa:dan ko  
baRha: kar pratlyek ga:ō, ghar, o:r shahr me  
kha:d ki suraksha: ke apne laksh ko pu:ra:  
karke rahēge. kri:shi kshētr nIvesh fasal me o:r  
bi:ma: yojna: uplabdh karēge o:r apne klsa:nō  
ko ra:hat prada:n karēge. ham maka:nō ke  
nIrma:n me tezi se nIvēsh ki IstIthlyā: bana:kar  
sabhi bha:rtlyō ke llye avsar surakshIt karēge.  
mItrō bha:jpa ma:nti he ke ra:shtr nIrma:n ki  
prakIrya: me pratlyek bha:rtlye raksha:tmak  
yogda:n kar sakta: he. ham sabhi pragatI o:r  
sabke sa:th nIya:e ke vacan baddh hē. hama:ri  
niti sabhi ko sama:n mahettu dēne o:r sabhi ke  
sa:th Insa:f karne ki he. bha:rat ulbhInn  
mazhabō o:r upa:sna pragatlyō ka: dēsh he.  
bha:jpa: sabhi samparda:yō ko sama:n dekhne

me vIshva:s rakhti he. bha:rat na: kabhi mazhabi  
 ra:j tha: na: kabhi banega:. yahi meri sarka:r  
 ka: ma:rg darshan banega:. jin ra:jjyō me  
 bha:jpa: o:r bhajpa: ke sahlyōgi dal satta: me  
 hē un rajjyō me ham pahle hi kaso:Ti par khare  
 utar cuke hē. mE: alpsākhyak samuda:e ke lōgō  
 se a:greh karu:nga: kI vo unko naka:r dē jo a:j  
 tak unke voTō ka: vyapa:r karte rahe hē  
 parantu unhō ne unke kalya:n ke lIye kuch bhi  
 nahī kIya:. bha:jpa: na: keval unke ji:van  
 pratIshTHa: o:r samma:n ki raksha: karne ka:  
 va:da: karti he. hama:ri ma:nyeta: he kI sha:san  
 janta: ke hIt me hona: ca:hI:ye. a:j dēsh me jo  
 sankat dIkhta: he uska: pramukh ka:ran yahi  
 he kI sarka:r ki nE:tlk o:r Qanu:ni satta: buri  
 tara:h chukvIkshak hui he. bha:jpa: mehsu:s  
 karti he kI bha:rat ne ek go:rav nIshpaksh  
 sarka:r ki avshakta: he, sa:th hi sarka:r janta:  
 ka: dheya:n o:r uska: KHaya:l rakhne va:li hōni  
 ca:hI:ye. E:si sarka:r hōni ca:hI:ye jo  
 samvedanshi:l o:r uttarda:i prasha:san dē sake  
 a:pke jana:dēsh me ek E:si hi sarka:r dene ka:

praya:s karēge. mltrō ek mazbu:t kendr o:r  
 mazbu:t ra:jjyō se hi ek mazbu:t ra:shtr banta:  
 he. hama:ri sarka:r sabhi na:grlkō ki suraksha:  
 ko sarvIsenIk prashastha degi. hama:re dēsh me  
 ugrva:dlyō ki jagah nahi he, hum In bura:lyō ke  
 sa:th saKHti se nlpTēge. ham prama:n hatya:rō  
 ke mukkkhey vIshE: me glya:t rakhte hē. parantu  
 prama:n hatya:rō ke bēhad bha:v ki bha:vna ko  
 suika:r nahi karēge. kabhi kabhi E:sa: shād a:ta  
 he jab sahi cuna:v karke bha:rat ke ItIha:s ko  
 badla: ja:sakta: he. pIchle do varshō ki sthIrta:  
 o:r ra:jnitIk uthal puthal me sahi vIkalp ka  
 cuna:v karne o:r ra:shtr ke ItIha:s ke ma:rg ko  
 badal ne ke ka:rlYe sahej bana: dlyā he. a:pko  
 gatna:IkIsthIrta: tatha: vIna:sh ka:rye sthIrta: ke  
 bi:c cuna:v karna: he. a:pko ra:shtrye ekta: o:r  
 vIbha:jan ki shaktlyō ke bi:c cuna:v karna he o:r  
 ek or ha:ri thaki ko:ngres o:r satta: ki ōT me  
 slddha:ntō ke sa:th khIlva:R karne va:le anney  
 dalō o:r du:sri or bha:jpa: tatha: uske mltr dal  
 hē jo dēsh ki dashta: o:r kusha: ko badalne ke  
 llye vacanbaddh hē. nlrney ki ghaRi a:rahi he  
 parlvartan darva:ze par dastak deta: he, ye



cuna:v ek cuno:ti bhi he o:r ek maha:n ausar  
bhi, ham cuno:ti ko sulka:r karẽ o:r ausar ka:  
upyog karẽ o:r bha:rat ke bha:gIye ko badalne  
ke Ilye Qadam se Qadam mIla:kar badha:ẽ.  
hama:ri uljay nIshcIt he.

*vande ma:tram*

### **B.J.P. ATAL BIHARI VAJPAYEE**

Today, once again we are standing on the crossroad of history. Within a few days you are going to select the way in which direction you want to carry India. Either you can opt for an uneven path of political unstabiltiy or an even path of sound political stability. In such similar circumstances you don't cast your vote for a a new "Lok Sabha". In a democracy when people go to polls, they cast votes in hope to select a government that can rule for a full term. They don't vote for a government in power which, deviating from the established rules is locked in a power struggle within itself and don't avail advantage of their own votes. On the basis of 1996 mandate we formed a government but it was not acceptable to our opponents. All these parties were bitterly against one another, they joined together and formed a United Front.

Each and every group opposed the Congress party but to grab power at centre they sought the support of Congress. Our opponents came to power at centre due to political anarchy but the administration proved to be a failure. Such government was to break down and it broke down at last. Consequently midterm poll is to be held and you are responsible for these midterm polls. No, B.J.P. is responsible for this political crisis. Entire country's new unstable government and the fear of frequent polls cannot be tolerated. Ours is a developing country and there are many developmental works to be done. India can neither bear the expenses of expensive midterm polls nor can endure the political crisis. Congress and United Front are, no doubt, responsible for this. During the last two years, not even a single day passed without any untoward happening because the groups sharing power indulged in unscrupulously blaming and accusing one another. Not a single day passed wherein Congress would not have humiliated or let down the government in power to which support was extended and dragged it into crisis and blackmailed it.

During these seventeen months of dark period we have seen two Prime Ministers. We have seen this very

troublesome political alliance which made the administrative committees weak. If we would not have seen people's trust and confidence developing sharply then the government could not be seen anywhere. The difficulties, which we faced after independence during the last fifty years, are attributed to decades of Congress government and power sharing groups of United Front. Fifty years of ruling and opportunities lost is the reason that inflicted severe injury to our pride and self-confidence. At the verge of independence each and every citizen was looking for a very bright future. After fifty years we are seeing that 40% people are living below poverty line. Half of the population and 60% women are uneducated.

To a major portion of the population of our country basic amenities like drinking water and drainage facility is not available. Before taking birth thousands of children die due to want of adequate facilities. But such a painful situation should not have prevailed here. At present, India has so many natural resources and so much power that it can prosper and stand independently among the well developed nations of the world. We have 5000 years old

civilized culture. We have a vast manpower. We have accomplished big tasks in the fields of science and industry. We have natural wealth. We have vast land and large quantities of water. But, if the rulers of country had dreams to prosper a great task could have been achieved. We have been hoping for our dreams to come true since last fifty years but all our hopes are belied. In government confidence is replaced by non-confidence that lead to so many problems.

Today honesty has been replaced by dishonesty. Today the country should have become financially sound but this hope also seems to have dried up. Today we are pushing India into morass of problems and whom we blame for this. They are responsible for this who ruled independent India for five decades. Despite being in power they did not rule the country.

They had power but misused it. They did not do useful work for the benefit of the people. On the eve of 1996 general elections we had said that India's ruling Congress government destroyed moral values, public principles, and economy. In 1996 this type of situation

developed because of wrong policies of UF government. In 1996 the situation should have improved.

Today the difficulties of business have doubled. In difficult times during 1996 B.J.P. did not lose courage and is ready to take this responsibility on its shoulders. The reason is that we have full confidence in our country and in our people. B.J.P's point of view is that Indian citizens are not inferior to people of any other nation of the world. We have the power of full confidence. We Indians have pride and power to develop our country according to our dreams. We Indians are ready to make our country prosperous and financially sound. It means that India can achieve a good position in the world. B.J.P's viewpoint is this only. The Indian people need to be instilled with strength, collective education, power and confidence. Indian people can do India's development only and the same will be done no doubt. We have a dream about this whose strength depends on future and will heed towards progress continuously. Our dream is that our India should be independent. India should be free from the clutches of the foreign powers as well as from hunger, unemployment, illiteracy, lawlessness and ill health. By this

system or method we can uproot corruption. We want to make this country for every citizen. In this country every citizen has equal rights and reiterating my relation with the party I am to say that we want to spend more for the progress of human beings because without the progress of human beings nothing can be developed. B.J.P. wants to remove hunger and illiteracy from the root level and tries that the yields of progress should reach the last man of this country. For this purpose we spend more money to eradicate illiteracy. In this programme special attention is paid towards the education of women. Benefits of the administration of the government should reach every place of the country. Along with this, our aim is that every child should go to school and be fed better. Many other countries have already won the battle against this type of oppression. B.J.P. will prove that India can also win the battle on this front. Today our country is proud to be self-sufficient. But we cannot give guarantee to every family and every man for food sufficiency. We have sufficient fertilizer production for every house, village, and city, and try it to be available to every village and city. In agriculture sector we want to ensure the agricultural crops and will help the farmers. We will make

a housing policy and investment policy for our people so that they can have a chance to avail the benefits. Friends, B.J.P's view of nation development is such that every citizen should take a purposeful part in this regard. We are committed to every individual's development and justice for every one. Our policy is to treat every one equally and justice for every body. India is a nation of so many religions and castes. B.J.P's view is that every caste should have same equal rights. In India there is no religious government and it will not be in future. In the states where the B.J.P. and its allies are in power we feel proud to be frank and request minority community to reject those who use their votes as business and have not done anything good for their welfare. B.J.P. not only gives them respectable life but also pledges to provide equal protection and equal share in the day to day administration. Our policy is that administration should be in people's favour. This is the reason behind the difficulty we are facing today because government's moral and judicial power has flopped totally. B.J.P. feels the necessity of a powerful and respectful government for India. Every government should take care of people. We

should have the government that gives respectable and answerable administration. By means of your mandate we try to give stable government.

Friends! A strong centre and strong states make a strong nation. Our government will give social facilities to public. In our country there is no place for terrorism and we shall strictly deal with such evils. We know the elements with proof who are behind these killings. But we shall not accept to favour any such group in this regard. During the last two years stability and political ups and downs have facilitated to hold an election of true essence and change the ways of the history of nation.

You are going to polls amidst problems of last two-year's unstable and stable governments and have option for either national integrity or divisive forces. On one hand there is perfectly tired Congress and other groups who under the guise of government exploit the principles and on the other B.J.P. and its allies are in fray who are committed to change the overall situation of the country. The time for decision is nearing and a change is knocking the door. This election is a challenge and a great opportunity. We



accept this challenge and use this opportunity to transform our nation's future. To transform India's future you have to come with us. Our victory is sure.

## VANDE MATARAM

### **d. Consequence:**

The process, which expresses the result or consequences, may be termed as consequence.

In the recent political speech delivered by Mr. Ram Saran Das on 9th February, the features of consequence have been employed to pursue the names by using consequence as a strategy. Mr. Ram Saran Das argues in support of his political party in these words:

"sam:j va:di pa:rTi ke ha:thō me jab ta:Qat a:egi  
to kisa:n ko uski upaj ki pu:ri la:bhda:yak  
Qi:mat mllégi, a:lu:, ganna:, dha:n, utpa:dan ke  
da:mō ki lu:T band hogi o:r da:m baRhēgē.  
sama:jva:di par:Ti vlka:s ke ka:rlyō ko tezi se  
baRha:egi, klsa:n ko aTTHa:ra: ghanTe bljli  
mllégi, o:r bljli utpa:dakō ko bhi ra:hat mllégi,  
saRkō ki vlbhlsa sama:pt hoja:egi, shlksha:  
kshētr me sudha:r klya: ja:ega:, tatha: urdu: ko  
rōzga:r se joRa: jaega: urdu: jo apne pardēsh  
ki bha:sha: he use sama:pt hone se baca:ya:  
gaya: he o:r berōzga:rō ko rozga:r ki ga:ranTi  
dl ja:egi, o:r pardēsh me karamca:rlyō ki jo

*haRta:l cal rahi he unki acIt mā:gõ ko saharsh  
sulka:r klya: ja:ega:. svasth seva:õ me a:i  
glravaT ko du:r klya: ja:ega:. janta: me bha:i  
ca:re ki bha:una: ka: ulka:s kar alpsankheyakõ  
ko bhaymukt klya: ja:ega:".*

(When the Samajwadi Party will come to power then the farmers will avail the full benefits of their agricultural yields. The wayward rise in the prices of potato, rice and sugarcane will come to an end and increase in rates will be curbed. Samajwadi Party will accelerte the developmental works. The farmers will get eighteen hour power supply along with reconditioning of roads. There will be an over all improvement in the educational field. Urdu language will be linked with employment opportunities. Urdu is the language of our state therefore it will be safeguarded not to be out of use. Unemployed will be given assurance for jobs. The legitimate demands of employees on strike in Uttar Pradesh will be accepted. The demands of teachers will also be approved willingly. Degradation in the medical services will be corrected. Apart from wriggling out the minorities from the sense of fear communal harmony, brotherhood and progressive works will be encouraged).

**e. Causation:**

In causation the communication presents the cause of something mentioned in the initiative act. This feature is marked by casual markers like because, for, etc. As in the speech of Smt. Sonia Gandhi of Congress party delivered in Meerut:

"mere kunbe ne Is mulk ki KHIdmat ki o:r meri zindagi ka: saha:ra: bhi apne vatan par Qurba:n hogaya:. yeh sadma: me ne a:p ki mohabbat ke saha:re barda:sht klya: o:r ek arse tak KHa:mōsh zindagi guza:ri. lekIn jab yeh dekha: ke flrQa: parast Quvatē Is mulk ko taba:h karne par a:ma:da: hē. za:t blra:dri ki tafri:Q ka: zaher pu:re mulkmē phE:Ine laga: he. o:ratō par zulm-o-zlya:dati, GHunDa:gardi o:r badunva:nIā: uru:j pa:ne lagī:, jis Qo:mi lteha:d ke llye meri sa:s o:r mere sho:har ne apni ja:nē Qurba:n kī. mulk ki Is su:rate ha:l ne mujhe majbu:r kar dlya: jo me a:j mēraTH ke ava:m ke darmIya:n apne beTe ra:hul ko lekar a:i hū: o:r api:l karti hū: ke a:ne va:le 16 faruari ke cuna:v me ko:ngres pa:rTi ke ummidva:r ke llye panje par mohar laga:kar ka:mya:b bana:ē klūke ko:ngres pa:rTi hi mustahkam sarka:r de sakti he.

jE: hind".

My family served this country and the main support of my life also sacrificed for the sake of our country. I endured this shock with the help of your

affection and love and spent a silent life for a long period. But when I observed that communal and divisive forces are bent on destroying this country, the poison of religious and caste feelings began to spread throughout the country, atrocities on women as well as antisocial activities are on the rise, the Hindu-Muslim unity, for which my mother-in-law and my husband sacrificed their lives, is inflicted by a severe injury therefore pressed by these circumstances I am standing, today, amidst the people of Meerut along with my son Rahul. And appeal to elect the Congress party candidate, on 16th February polling day, by stamping on the symbol of hand, because the Congress party can only give a stable government.

JAI HIND

### **III.C.3. The Act of Summation:**

The act of summation is the third stage of the persuasive communication. It represents the communicator's detail comments and suggestions in a new paragraph with close relationship to the supporting and initiating acts. In summation the communicator directly addresses the decoder to favour him with vote and

support. In almost all the speeches analysed in this study the act of summation revolves around a direct appeal to the voter who is the addressee or the decoder of the discourse.

**Examples:**

***Atal Bihari Vajpayee Party : BJP***

*"nIrnay ki ghaRi a:rahi he parlvartan darva:ze par dastak deta: he, ye cuna:v ek cuno:ti bhi he o:r ek maha:n avasar bhi, ham cuno:ti ko sulka:r karẽ o:r avsar ka: upyog karẽ o:r bha:rat ke bha:glye ko badlne ke llye Qadam se Qadam mlla:kar baRha:ẽ. hama:ri uljay nIshclt he".*

(The time for decision is nearing and a change is knocking the door. This election is a challenge and a great opportunity. We accept this challenge and use this opportunity to transform our nation's future. To transform India's future you have to come with us. Our victory is sure).

Vande Matram

***Ahmad Patel : Party : Congress***

*"a:KHlr me mera: a:pse nIvedan he ki dēsh ko mazbu:t bana:ne ke llye ko:ngres ko voT dẽ je hInd".*

(To conclude my speech I request you to caste your vote in favour of Congress to strengthen the solidarity of the counry. Jai Hind).

*Ram Saran Das : Party : Sama:jwa:di*

*"mera: a:pse nIvedan he ki sama:jvadi pa:rTi ke  
sabhi ummi:dva:rõ ko sa:IkI cuna:v cInh par  
mohar laga:kar bha:ri bahumat se jita:ẽ. a:pka:  
ra:m saran da:s. jE: hInd".*

(I request you to help all our candidates win with large margin of votes by stamping on the election symbol of "Bicycle" Jai Hind.)

## **CHAPTER-4**

### **PERSUASIVE COMMUNICATION AT SEMIOTIC PLANE**

#### **IV. A. Introduction:**

The aim of this chapter is to look at the language of persuasive communication as a topic of study from a different perspective. Traditionally language is considered to be a system of signs with each of those signs referring to some thing external to language. Depending on the theory of meaning this reference is either an idea or an object existing in the external world. In traditional approach reference are supposed to be a context independent and essence that can be elucidated without taking into account the process of communication.

However, in the recent studies more emphasis is placed on the use of language as a potential source of meaning. In this approach language is not treated as an abstract formal system existing independently of its uses, rather, it is the user's behaviour in the process of communication and the influence of this process on them that constitutes the meaning of the signs that are exchanged. This approach concentrates on the speaker's environment and the process of communication as phenomena in which to look for the meaning of signs. Thus to investigate meaning in a systematic way, one has to deal with the problem of contextual change.

In this chapter we will try to adopt this pragmatic approach. In doing so we will try to introduce the concept of symbols as it is used in the description of self-organizing dynamical systems. The major theoretical work done in this direction was by Howard Pattee (1977, 1987, 1989, 1992). The present study is basically a repeat of Joanna Raezaszek's observations.

#### **IV.A(I)Language as a System of Symbols:**

Traditionally language is assumed to have a function of description of mirroring the external world. In other words language is assumed to have the function of communication where it has a definite representing role to play. A representing function of description or representation implies seen symbols as standing for entities external to language. This observation leads us to the following questions:

1. Why do we want to describe external reality?
2. Do we do it for the pleasure of it?
3. Do we do it for ourselves?
4. Do we do it to share with others through a process of communication?



5. Why do we want to share it with others through the process of communication?

A close look at these questions lead us to the conclusions that the process of communication itself has definite functions into which we should look if we want to know what the symbols of language are for. An analysis of the communicative behaviour forces us to draw the conclusion that we communicate in order to control other's behaviour. The term control here not only refers to effecting behaviour with command or request but also to the mechanism of effecting people's internal process as illustrated in the following examples.

**Example**

- (1) (Control of behaviour through request or command)

bE:dyana:th cavanpra:sh Ispeshal Dabal dhama:ka:

*"Baidyanath Chavanprash Special double bombshell"*

1 kllo Ispeshal cavanpra:sh bahu:pyogi pE:k ja:r me

*"1 kg special chavanprash in useful pack jar"*

100 em el shankhpashpi muft!

*"100 ml honey free"*

jaldi kijye! o:far IsTo:k rahne tak

*"Hurry up! Offer valid till the stock lasts"*

asar E:sa: a:p rahẽ a:ge hamesha:

*"Effect will keep you in forefront"*

anekta: me ekta:

*"Unity amongst many"*

hama:ri visheshta:

*"Is our slogan"*

ekta: apna:lye

*"Adopt unity"*

ekta: hi pahenlye

*"Only wear Ekta"*

ekta: cappal

*"Ekta Slippers"*

jesi bhi ho khã:si

*"Whatever be the cough"*

zIya:da: ya: zara:si

*"More or less"*

la:parva:hi na: karo

*"Don't be careless"*

fo:ran gla:lkoDin lo

*"Take Glycodin immediately"*

bha:rat bhar me khã:si ka: bharosemand Ila:j

*"Reliable treatment of cough all over India"*

a:j tE:ks do a:sa:ni se

*"Give tax today with ease"*

kal doge paresha:ni se

*"Will give with strain tommorrow"*

vi Di a:i es

*"V D I S"*

*Example (2) (Control of behaviour through internal process)*

Feel someone is in universe

feel to be a helper

feeling of togetherness

feeling of pleasure

Raymonds

Since 1925 The Complete Man.

he! luk ra:hul Iz pleIng

*"Hey look Rahul is playing"*

ha:e kltna: Isma:rT he

*"How smart he is"*

choRona: abhi naya: he, kuch dIn ba:d vE:se hi  
hoja:ega:

*"Leave it he is a fresher, after sometime he will  
be the same"*

lekIn vo pepsi klyũ pi raha: he

*"But why he is drinking Pepsi"*

he hE:v yu go:T Tu bi ku:l aheD

*"Hey have you got to be cool ahead"*

so:rl

"Sorry"

ITs oke

"Its o.k."

In this backdrop assembles can be treated as compressed information that unfolds with the situation in which it is used. In other words it needs the situation in order to symbolize something.

The examples that follows will illustrate how compressed informations unfold with the situation:

See Visuals .



Full of proteins .

Full of vitamins.

Full of life.

VISUAL\_1



*Parachute transforms coconuts into great products for your body & hair. But this is only the beginning. We'll continue to give you newer products enriched with coconut goodness. Products that will change your life.*



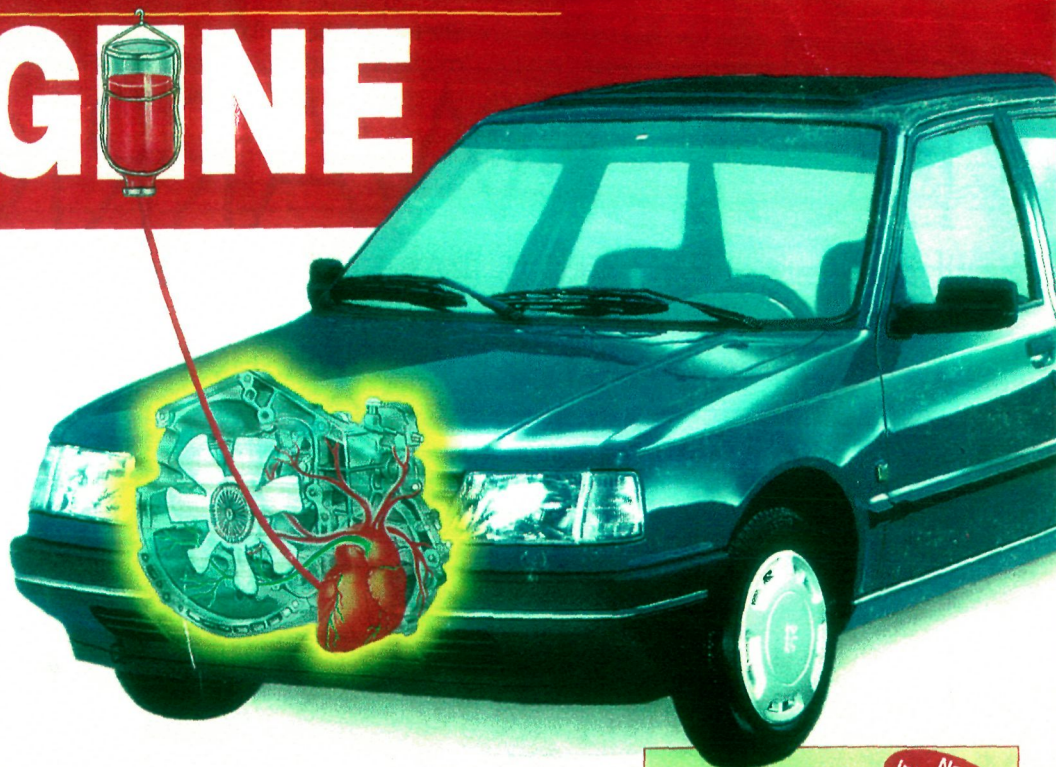
206

Ambience/PCNO/172



VISUAL - 2

# DON'T COMPROMISE THE LIFE OF YOUR ENGINE



LIKE YOUR BODY AND HEART NEED GOOD BLOOD,  
AN ENGINE NEEDS A GOOD ENGINE OIL... LIKE CASTROL GTX EXTRA

Today, car engines are compact and hence work in high stress environments that demand the very best. Like blood, a good engine oil has to keep flowing without clogging or choking, carrying vital additives to the various engine parts. Castrol GTX Extra is engineered for increased resistance to thermal and viscosity breakdown, offering better protection to your engine. Castrol GTX Extra is made with superior Castrol technology, tested over millions of miles for safe, reliable, trouble-free performance.

The advanced international formula of **Castrol GTX Extra** provides :

- |  |  |
|--|--|
| <input type="checkbox"/> Exceptional engine protection | <input type="checkbox"/> Superior engine cleanliness |
| <input type="checkbox"/> Longer engine life            | <input type="checkbox"/> Increased drain interval    |
| <input type="checkbox"/> Smooth, noiseless running     | <input type="checkbox"/> Catalyst Friendly           |
| <input type="checkbox"/> Reduced oil thickening        |  |

Remember, engine oil accounts for less than 0.5% of your car running costs. So why compromise with anything less. **Insist on Castrol GTX Extra for Ford Escort, Opel Astra, Cielo, Peugeot, Maruti, Ambassador, Premier, and all other Indian and foreign cars.**



World Champion Lubricants



NORVICSON





**LOCKS**

**THAT**

**VISUAL-3**  
**SET YOU**

**FREE**

**VIP**

**IT TAKES A LOT  
TO BE A VIP**



At the VIP Design Lab we create ways to unlock the mind. With some of the world's most advanced locking systems. Protective. Reliable. Tamper-proof. Like multi-digit combination locks.

5-lever locks, multi-point latching system... so that when you travel there's no load on your mind.

The VIP Design Lab constantly works on new processes of discovery. For better material. Better designs. To develop newer ways, safer ways, more comfortable ways of travel. Fusing a deep understanding with design engineering. Because we believe your luggage should do you proud. Anywhere in the world.



**208**

Visit us on the internet at: <http://www.vipbags.com>

HTA.1312.97



## VISUAL - 4



**Bhajap ayee?**

**Amul**  
Unanimous Choice

Amul  
The Taste of India



**Wah Taj Boliye !**

**Amul**  
BUTTER  
Yanni Makkhan

Amul  
The Taste of India



**Delhi to  
Pagal Hai**


**Amul**  
Solid support

Amul  
The Taste of India



## VISUAL\_4

**Voluntary delicious intake scheme**



**Amul**  
100% piece of mind

Amul  
The Taste of India

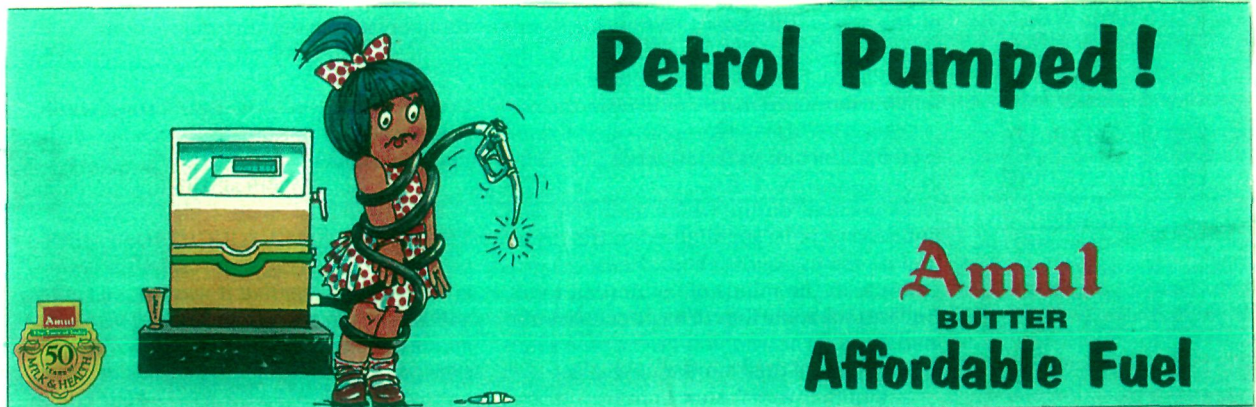
**Multi-party system? Or Multi-lathi system?**



**Amul**  
Capture This Instead

Amul  
The Taste of India

## VISUAL - 4



#### **IV.A.(ii) The Signs and the Function of Language:**

Conceptualization of language as a representational system with symbols as containers for references implies that the search for the meaning is a search for an invariant referent of a symbol. In the past language has been investigated extensively to design a structure of inferences and entailment. However in most of these investigations examples have been given from external sentences whose truth value does not change with time, situation or speaker. But when we examine the expressions of persuasive communication we notice that only a small number of sentences in persuasive communication have this external character. Most of these expressions depend on situations and contexts which means that to know their meaning we need to know the situation they are spoken in. This can be illustrated through the following example:

In a persuasive message a vehicle with a brand name of Armada Mahindra is symbolized as *Civilized Beast*. This symbol can only be interpreted in a particular situation.

It is evident of a fact that if we take language as a tool of control in varying situations we can see that the deictic expressions that were so troubled before, now can be seen as means to achieve efficiency. The above example further suggests that the persuasive expressions convey information

valid for a particular situation. The same sentence means something different when spoken in a different situation. The above quoted symbol "*The Civilized Beast*" may sound offending if used in violent or aggressive situations. It suggests that the same sentence uttered in different situations will mean something completely different for different people.

From this change in the assumed function of language meaning of a symbol can be defined not as a referent but as a constraint. The symbols can be treated as being the outcome of measurement as encoding dynamic variables important from a control point of view. The compressed information of a symbol then can be used to control interpersonal situations by constraining the relevant degrees of freedom. What is important here is that, what a symbol measures does not have to be symbolic. In traditional theories the meaning of a symbol is inferred from the already unfolded understanding or from the end products of a symbol's action. The problem in this approach is that the end products may have nothing in common across situations. In other words the other factors like situations or contexts contribute to the end product. Thus understanding of a symbol should be viewed as a dynamic process in which a symbol itself plays a role of a constraint. In language of persuasion symbols should not be taken as a static ready-made referent. Language of



persuasion or language of persuasive communication is full of examples. When symbols play a role of constraints rather than static ready-made referent. The symbols of a language of persuasion can fully be understood only when we introduce different perspectives and different time scales on which symbols live. In day to day language new words are created everyday, old ones are forgotten or change their meaning. Yet the constraints imposed by symbols stay approximately the same.

The distinction of time scale was also observed by Ferdinand de Saussure who separated the diachronic and synchronic linguistics. To elaborate this point we may quote Ferdinand de Saussure who says:

*"Diachronic facts are then particular; a shift in a system is brought about by events which not only are outside the system but are isolated and form no system among themselves".*  
(Ferdinand de Saussure: *Course in General Linguistics* 1959).

The linguistic approach to language also does not make specific assumptions about the functional role of symbols. In most of the traditional linguistic studies, the study of meaning is residue to the search for elementary

units of meaning (Katz and Fodor 1963). In most of the cases we fail to find out such elementary units of meaning. In this background symbols should only be treated as tools of control where all the causes and effects of an expression are situationally dependent. Symbols depend on many factors like situation, the encoder, the decoder, the previous history with the given symbol etc.

To elaborate this point further we may say that in the course of linguistic sign process, the encoder addresses a message to the decoder so that a specific understanding of the world-fragment in hand is communicated to the decoder or the addressee. The hope is of course that the decoder will acquire a similar understanding of the world-fragment-inhand and project it in the situation (i.e. the context or situation), is understood in similar ways by the encoder and the decoder. We thus detect a certain salient features of the linguistic symbols and signs process:

1. A speech stretch
2. A message.
3. An encoder
4. A decoder
5. A language

6. A context or situation

In this background it can be said that a linguistic symbol acquires its meaning under the following situations:

- A. Linguistic symbol acquires its meaning only if the encoder and the decoder share in advance a portion of the message. At semio-communicative plane this shared in advance portion of the message is commonly known as TOPOS.
- B. A linguistic symbol may acquire its meaning only if the speaker is ready to share with the decoder by virtue of the communicative transaction, the remaining portion of the message. The remaining portion of the message is commonly known as SCRIPTUM in semio-communicative model.

So given the message and possibly the speech stretch we can recognize *topos* and *scriptum* in part of the message and it establishes the meaning of the symbol.

- C. The communicative context is the situation at hand in which the encoder and decoder find themselves. The situation may also include the *topos* that is the share in advance the portion of the message. As we are mentioning over and again situation play an important

role in determining the meaning of the symbol.

In this perspective a symbol is deemed to be valid if the scriptum matches the topos. Let us consider the following examples.

**Examples:**

Locks that set you free  
vip

It takes a lot to be a vip  
delhi to pa:gal hE:

*"Delhi is mad"*

amul so:lID saporT

*"Amul Solid Support"*

Voluntary delicious intake scheme Amul 100% piece  
of mind

Diana-mite!

Amul world class

va:h ta:j bollye!

*"Say vah Taj"*

amu:l baTTar

*"Amul butter"*

ya:ni makkhan

*"Means butter"*



In all these examples the communicative context is the situation at hand in which the readers of the persuasive message find themselves. In these examples the situation includes the incidents and the messages that the encoder and the decoder share in advance. The shared messages make these slogans attractive and ultra-informative. For example, the message *Diana-mite Amul World Class* established a relationship between Miss World Diana Hyden and the product Amul Butter. In this message *Diana-mite* serves the role of *Topos* and the product name *amul World class* is the *Scriptum*. In this example *scriptum* matches the *topos* and therefore the statement is deemed to be valid.

The same can be said about the other persuasive messages given above. For example slogan:

*Voluntary delicious intake scheme*

*Amul 100% piece of mind.*

is based on the shared knowledge of the well publicized scheme of VDI's introduced by income tax department of India. The shared knowledge makes this statement attractive and informative. The same can be said about the message: *delhi to pa:gal he "Delhi is mad, amul soliD saporT "Amul solid support"*.

The meaningfulness of this advertising message totally depends on the shared knowledge of a superhit Hindi film title *dill to pa:gal he*. In other words topos i.e. the shared knowledge makes this slogan attractive and ultra-informative. But some of the other persuasive messages appear to be lacking in topos.

**Example.**

muft Ima:mi IsTa:r kE:lenDar 1998

*"Free Emami Star Calendar 1998"*

Ima:mi nE:churali:fear ka: ek pE:k KHari:dIye

*"Buy naturally fair one pack"*

o:r pa:Iye ek a:karshak IsTa:r kE:lenDar '98

*"And get one attractive star calender '98"*

blIkul muft!

*"Absolutely free"*

In this example the whole of the sentence stands as the scriptum and the topos stand implicit if not tacit. However a close look of this message reveals that the topos in such cases is undoubtedly a part of the message without being a part of the speech's stretch. It indicates that topos is an essential part of the message without being an essential part of the speech stretch. Despite it's relevance in the message, a message cannot be

completed without the *scriptum*. If the encoder were to alter the *topos* without the *scriptum*, the decoder is unlikely to accept the message as a complete message, and he may come out with the question:

*"Yes but what about it?"*

It can be elaborated with examples given above, an advertising slogan which plays the role of *topos delhi to pa:gal* he does not make any sense unless it is supported by the *scriptum* Amul solid support, the same is true about the advertising message like: Voluntary delicious intake scheme, Amul 100% peace of mind.

*Dina-mite, Amul the world class.*

This observation further confirms the need to have a balance between *topos* and *scriptum*. In a longish *scriptum* or *topos* there may be an anchoring portion towards the ends of the *topos* and *scriptum* these anchoring portions commonly termed as *topical focus* or *scriptive focus*. The remaining part of the *topos* and *scriptum* are termed as *scriptive residue* or *topical residue*. The *scriptive focus* can be easily marked out from the *scriptive residue* the same can be said about the *topos*, the *topical focus* can easily be marked out from the *topical residue*. However a *scriptive* may consist wholly of the *scriptive focus* and the *topos* of the *topical focus*. It

is indicative of the fact that the scriptive focus is constituent of the scriptum and the topical focus is a constituent of the topos.

The topos as we have seen earlier is the shared in advance portion of the message and so features as the topic in the background in a statement or as the scope of the claim in the background in a command sentence. The scriptum on the other hand is yet to be shared portion of the message and so features as the report or comment in the foreground in a statement. To elaborate this point let us examine the following persuasive message.

kalac daba:o giar laga:o

*"Press the clutch put the gear"*

IsTri:T 100 me koi kalac li:var nahĩ

*"There is no clutch liver in street 100"*

slrf si ti kalach he

*"Only C.T. clutch is there"*

tabhi to IsTri:T 100 dunlya: bhar me

*"That's why street 100 in the world"*

Dha:i karor logõ ki pasand

*"Is the choice of two and half crore people"*

Having taken the close look at the communicative structure of the message we may now go on to give an account of

the ways in which the message as a whole stands oriented towards certain relatively separable aspects of the communicative process.

The sentence of the communicative expression indicates certain contiguities and distances within itself. The sentence stands divided into separable phrases. The phrases are separable into words and words are separable into formatives. Such elements in the sentence may call for special attention, which will be quite distinct from attention attracted by the topical focus or scriptive focus. These elements of the sentence may be termed as *local focus*. The local focus are made at the sign node and so have a manifestation component and interpretation component. The manifestation of context orientation may consist of selection and placement of certain prosodies like tone, accent, juncture, etc., or certain vocabulary features. To understand the inter-relationship of linguistics and semio- communicative we may take help of the following chart which illustrates the linguistic and semio communicative structures of a persuasive message.

Table 4.1

**The linguistic and semio-communicative structure of  
persuasive message**

Linguistic structure	Agent	Talent destination	verb	Object
Semio-communicative structure	Topical	Topical focus.	Scriptive	Scriptive focus
Example	mahlndra ne	klsa:nō ko	dliya	ek mazbu:t TrE:kTar mahindra eL-40

The table indicates that the linguistic and semi communicative structures of the sentence co-exists as the nodal form of that sentence. There are certain elements in a sentence which help to orient the sentence to the context or connect the reference component of the interpretation of the sentence to the world fragment in hand within the context of communication. These elements may be incorporated into a phrase, nominal, adjectival, adverbial, verbal base. As discussed earlier these elements are known as local focus and they not only relate the focus element to the communicative context but also control the actual range of its accent.

**Examples:**

antar ra:shTrIye vllkInson so:rD blleD

*"International Wilkinson sword blade"*

talva:r ki dha:r jo ba:l ki tah tak ja:e

*"Sharpness of sword which goes till the edge of the hair"*

o:r de Itna: Qari:b shev

*"And gives such a close shave"*

vllkInson so:rD la:i:ye

*"Get Wilkinson sword"*

talva:r ki dha:r apna:i:ye

*"Own the sharpness of sword"*

slrf sa:t rupIye pE:k

*"Only Rs. 7 a pack"*

zIndagl o:r bhi pursuku:n hoja:ti he

*"Life becomes more peaceful"*

jab a:p ma:rgadarshi ke sa:th koi pala:n bana:te hẽ

*"When you make some plan with margadarsi"*

a:ndhra pradesh ki sabse azi:m cIT fanD kampani

*"The greatest chitfund company of Andhra Pradesh"*

margdarshi CIT fanD lImITeD

*"Margadarsi Chitfund Limited"*

The elements may occupy separate positions outside the linguistic structure but inside the communicative structure. The

following positions can be identified by an exhaustive analysis of their positions.

- a) Pre-sentence position:** In a pre-sentence position local focus may occur before a sentence to perform various communicative functions.
- b) Post-sentence position:** In a post-sentence position local focus may occur after a sentence to perform various communicative functions.
- c) Pre-Scriptive focus position:** In pre-scriptive focus position the local focus occurs before scriptive focus position.
- d) Post-scriptive focus position:** In post-scriptive focus position the local focus occurs after the scriptive focus position.
- e) Pre-topical focus position:** In pre-topical focus position the local focus occurs before the topical focus.
- f) Post-topical focus position :** In the post topical focus position the local focus occurs after the topical focus.



## **Conclusion**

On the basis of the above illustration we may conclude with the remark that the conversational exchange between encoder and the decoder may constitute a single sentence sequence, a string of speech stretches and a portion of a text. Thus the domain of the sentence sequence needs to be understood in terms of linguistic structure and communicative structure. These two considerations together yield useful perspectives to look at sentence sequence from linguistic point of view. Sentence sequence may differ from each other in the reality field as setup tenses, aspects, and adverbials of time. From the communicative point of view sentence sequence revolves around the right management of opening and closing of speech stretches, sentence sequences and text. It also covers the right management of transitions between domain and the right management of channel. The communicative structures may also have local focus and may in addition have a pre focus residue. To conclude we may say that an interplay of linguistic structure and semio-communicative structure is needed for an effective communication.

## **CHAPTER - V**

### **SUMMARY AND CONCLUSION**

A research work entails a systematic examination and analysis of the problem at hand. It evaluates the different hypothesis and comes out with solid findings and conclusion.

In this chapter we aim at summarizing the discussions carried out in earlier chapters and draw conclusion from the deliberation carried out in different sections of this study.

#### **Section 1: Summary of the study**

The section 1 of this chapter attempts to summarize the discussions carried out in earlier chapters of the thesis.

The first chapter of this thesis has introduced the term persuasive communication to emphasize the persuasive aspects of communication. The first section of this chapter has claimed that the art and power of using information for one's advantage is the key to persuasive communication. It goes further to claim that human beings alone have the

potentialities to generate new symbols to influence the human mind.

This section has also presented a brief account of electronic media, print media, and outdoor media.

The second section of this chapter has presented the historical setting of persuasive communication. In the third section of this chapter, the theoretical background of this study has been discussed in detail. In this section attempts have been made to emphasize the two orders of persuasive communication: the linear syntactic order and superimposed semiotic order. It argues that the semilogic level is primarily a psychic level. It is only in this domain of imaginary reconstruction that we begin to comprehend the psychic contour where the words, gestures, events acquire the status of highly charged semiotic expressions.

The chapter has also made a critical assessment of available published work on persuasive communication and has also presented the scope of the present study.

In the second chapter of the present study the language of communication has been analyzed in detail. In this chapter we have identified the four basic

components of persuasive communication. They are attention value readability or listenability, memorability and persuasive power.

In the second section of this chapter we have attempted to answer the questions like:

1. Who are the participants in the persuasive communication?
2. What objects are relevant to the communication?
3. What is the medium of communication?
4. What is the effect of communication?

This chapter has also attempted to identify the linguistic features like use of *imperatives*, use of *second person pronouns*, use of *superlatives* and *comparatives* as discourse markers in persuasive communication.

The chapter attempts to discuss persuasive language as registeral variety. It has also discussed the impact of persuasive language on behavioural change. In this section attempts have been made to explore the potential links between language of persuasive communication and behavioural change.

In a psycho-linguistic experimental study the following hypotheses were tested:

1. Is there a direct correspondance between the formal level represented in the transformational grammar and the mental representations constructed by the language users in comprehensions and productions.
2. Is there a direct correspondance between the transformational rules and the mental steps carried out by the language users to encode or decode messages.

In the third chapter we have made an attempt to evaluate the impacts of persuasive communication at linguistic plane, as well as at discourse plane to gauge its effect on the decoder of the message. Keeping this in mind the language of discourse has been taken up as the source material. We have analyzed the speeches of various political parties during election compaign to highlight the discourse pattern of persuasive communication. The persuasive communication is analyzed at the various lingustic strata such as phonology, lexico-grammar and discourse, where we treat as social behaviour by using the terminology introduced by Hallidayan school of linguistics. In phonology, we have dealt with the actual sounds that

are organized into meaningful patterns for expressions. At lexico-grammatical level, grammatical structure of the language is characterized into representation, interaction and message.

At discourse level it argues that the meaning at discourse plane is generated by reference, lexical cohesion, conversational structure and conjunction.

Discourse process and persuasion is dealt in a separate sub-section of this chapter. It is note worthy that the communicator is to assume the decoder's knowledge of the conversatins of the particular discourse in which they become the participants. In other words the communication has to make assumptions about the capacity of the encoder in two ways:

- (1) General interpretive strategies of making sense out of language use
- (2) Knowledge of convention associated with the kind of discourse in which he involves the encoder.

As a result the correct coding of communication here depends on interpretation where conventional knowledge of a word is involved.

In chapter four we have made an attempt to assess the language of persuasive communication at semiotic plane. At this plane language of persuasion is not treated as an abstract formal system existing independently of its user. Here we look for the meaning of signs for investigation persuasive meaning in a systematic way. As discussed in the chapter, the linguistic approach does not make specific assumptions about the functional role of symbols. Therefore this chapter analyzes that the conversational change between the encoder and decoder constitute a single sentence sequence. As a result the domain of the sentence sequence becomes important and needs to be understood in terms of linguistic structure and communicative structure, these two considerations together yield useful perspectives in studying the persuasive communication.

## **Section 2: Conclusion of the Study**

The present study was carried out with an intention to identify and establish persuasive discourse markers in the language of persuasive communications. A thorough study was made employing the Hallidayan model to establish the discoursal pattern of persuasive

communication. Some other psycholinguistic models used to operationalize the impact of persuasive language on human behaviour. An experimental study was also carried out to test the effect of transformational complexity of sentence processing. With the help of all these methodical yardsticks the following conclusions were drawn:

- (1) The study comes to the conclusion that linguistically organized message produced more comprehension and retention than do linguistically unorganised message.
- (2) The results of the present study also confirm that grammatical errors in messages do adversely effect attitude change.
- (3) The study also indicates that subjects of experimental study in the high comprehensibility conditions recalled more arguments about the topic and were persuaded more.
- (4) It also indicates that grammatically organized messags increased the credibility of persuasive communication
- (5) The study also comes to the conclusion that some extra linguistic factors also play a decisive role in persuasive communication.



- (6) In political speeches propaganda and election campaigns the encoder's over estimation and underestimation of the decoder's back ground, knowledge of the political speech fashion the political discourse.
- (7) It further observes that political discourse does not heavily depend on persuasive strategies as linguistic manipulation as we find in the language of advertising rather it exhibits highly developed techniques for controlling the focus of attention and upholding interest.
- (8) It also claims that persuasive communication needs to be understood in terms of linguistic structure and communicative structure. The discoursal pattern in persuasive communication revolves around the management of discoursal patterns as well as the right management of communication channels.
- (9) Finally it suggests that an interplay of linguistic structure and semio-communicative structure is used for an effective communicative study.

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